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THE NATIONAL NEWSPAPER OF MARKETING

'Look, Mom' . . .

Dentists' Okay of Crest as Bar to Decay Elates P&G

Soft Sell Treatment Tells of 1st & Only ADA Nod to Therapeutic Claim

CHICAGO, July 29—Crest toothpaste, drilling away at the "decay preventive" theme since its introduction five years ago, has finally struck a sensitive marketing nerve.

On Aug. 1, the American Dental Assn. will officially recognize the Procter & Gamble fluoride dentifrice as "an effective decay preventive agent," the first and only toothpaste ever to receive therapeutic acclaim from the ADA.

In a statement published in the Aug. 1 issue of the *Journal of the American Dental Assn.*, the ADA council on dental therapeutics reports:

"Crest has been shown to be an effective anti-caries [decay preventive] dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care; Crest dentifrice may also be of value as a supplement to public health procedure."

■ The council emphasized that its action applies only to this specific brand, whose principal active ingredient is a patented stannous fluoride formula. The patent is held by the Indiana University

(Continued on Page 101)

'Including Ads' . . .

Onus of All Aired Matter Rests on Broadcaster: FCC

FCC Issues Policy Statement Plus Staff Report on Programming

WASHINGTON, July 29—Seventeen months of probing radio and tv programs led the Federal Communications Commission today (1) to issue a "report and statement of policy" and (2) to unveil a 368-page interim report by its staff on "responsibility for broadcast matter."

In an 11th hour action before closing up shop for the month of August, FCC rushed out 19 single-space pages of comment on its position on program content, winding up with the announcement that "we will initiate further rule-making on the subject at the earliest practicable date."

FCC's policy statement was adopted by a 5-1 vote, with Commissoner Rosel H. Hyde dissenting. Mr. Hyde said the policy statement "misses the central point"

(Continued on Page 93)

NEW SUNBEAM SHAVER—*Sunbeam Corp. will promote its new Sunbeam Shavemaster with ads like this one in the Wall Street Journal, 37 newspapers and 13 magazines. Three network television shows also will be used.*

Sunbeam Plans $2,000,000 Drive for New Shaver

CHICAGO, July 28—Sunbeam Corp. today publicly unveiled its new electric shaver (AA, July 25), the Model 555 Sunbeam Shavemaster, at a press luncheon. The company will invest more than $2,000,000 this year to promote the shaver.

The new shaver employs three self-sharpening steel blades, mounted so that they reach all whiskers on the facial surface by shaving the beard "in triplicate" with each pass of the shaver, according to Louis W. Prestin, Sunbeam vp of marketing. Model 555 has a suggested retail price of $32.50.

Mr. Prestin said that the Model 555 employs "the first new principle in shaver design since before World War II." The new shaver is the successor to Sunbeam's original Shavemaster. Sunbeam also markets Rollmaster and Lady Sunbeam shavers.

■ Sunbeam will launch the most extensive advertising campaign ever planned for any product in its history in August, with the program lasting until Christmas. Trade advertising breaks in August with spreads and page ads in *Drug Topics, Electrical Merchandising Week, Home Furnishings Daily* and *Jewelers Circular Keystone*. Large space ads will run in the *Wall Street Journal* and in 37 newspapers in 29 markets.

Magazines on the schedule include *Glamour, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, The New Yorker, Photoplay, The Saturday Evening Post, Seventeen, Sports Illustrated, True Story* and *Vogue*. In addition, the shaver will be featured on three network tv shows sponsored by Sunbeam—"The Untouchables," "What's My Line" and "Naked City."

■ The principal theme of the campaign is, "Nothing shaves like a blade."

Foote, Cone & Belding, Chicago, is the agency for the new shaver.

Perrin-Paus Co., Chicago, has the rest of Sunbeam's account. #

JWT Seeks Local Rate for Dealer Radio Ads

Money Is Local and So Are Advertisers, Stations Are Advised

NEW YORK, July 29—J. Walter Thompson Co. is intensifying its efforts to obtain local rates, wherever possible, for Ford dealers' spot radio advertising.

Stations throughout the Midwest have been getting letters asking them to grant Ford dealers the same rates as "any other local merchants." Letters have gone out from executives in JWT's branch offices. Among the districts covered in the mailings reported by station representatives were Davenport, Lansing, Cleveland and the Kansas City area.

For years the case of JWT and the Ford dealers advertising fund account has been singled out by reps as an example of national spot business that has frequently been placed at the local rate. A source within the agency estimated that 90% of this sizable spot radio budget already is placed at the local rate.

■ Burton R. Durkee, JWT vp in Detroit, told ADVERTISING AGE he did not know how many stations or Ford districts had been covered in the recent survey to clarify the rate situation. He said there had been a great deal of pressure from dealers and dealers' advertising committees, who want to be sure that they are getting the same sort of rates as other retail establishments. Chevrolet dealers also are said to be concerned over whether they are buying radio as efficiently as other retailers.

JWT emphasized that this Ford dealers ad budget, which goes mainly into spot radio and newspapers, is comprised strictly of dealer funds and that none of the money comes from the factory.

JWT reported that representatives get a commission on this

(Continued on Page 94)

Sackel-Jackson Organizes; Billing Zooms From $2,000,000 to $12,000,000 with Lestoil

BOSTON, July 28—Details of the newly created Sackel-Jackson Co. were announced here today by Sol Sackel, president of the merged agency. This new company was created by the marriage of Mr. Sackel's five-year-old Sackel Co. with Lestoil's former house agency, Jackson Associates, Holyoke, Mass.

Standard International Corp. took over Adell Chemical Co. in June from the Jacob L. Barowsky family and renamed it Lestoil Products Inc. At that time Standard's president, Daniel E. Hogan Jr., assumed the presidency of Lestoil and revealed that the $10,000,000 Lestoil account would go to Sackel-Jackson (AA, June 2).

The acquisition of this business boosts billings of Mr. Sackel's agency from $2,000,000 to approximately $12,000,000. The present offices at 18 Newberry St. have been expanded, and the agency staff has been increased to about 40 people.

■ Following Mr. Sackel in the lineup is Ralph Schiff, exec vp, a former Sackel vp. Don Heath, who was executive director of Jackson Associates, which was housed at the Lestoil plant and acted as Lestoil's ad department, has been appointed vp and account supervisor for Lestoil.

Other top appointments: Irv Eison, now Sackel director of marketing, as vp in charge of marketing; Leonard Tarcher, formerly with Lennen & Newell, as vp in charge of media; Andrew Halmay, formerly with L. W. Frohlich & Co., as vp and creative director; Thomas Healy, Sackel art director, as vp and art director; Pamela Wood, previously with Bresnick Co., copy chief; Rene Reyes, Jackson time buyer, as director of broadcast media; Mary Casey, formerly of Bresnick Co., director of print media, and John Nutter, Jackson art director, and Lou Bartone, Sackel Co., as assistant art directors.

Under the new setup, Lestoil Products Inc. will have a separate internal advertising organization. Aaron Kingsberg, former head of Jackson, will be a consultant to the detergent company. Eleanor Miller, an account executive at

(Continued on Page 96)

Last Minute News Flashes

Seem Resigns at Autolite; No Agency Changes

TOLEDO, July 29—D. B. Seem, vp and director of advertising of Electric Autolite Co., has resigned. He will announce his plans Aug. 15; no successor has been named. ADVERTISING AGE also learned today that Autolite has been talking with a number of agencies in a review of its ad program. The company said, however, that it is satisfied with its present agencies—Grant Advertising, which has the bulk of the account, and Brown & Butcher—and that no agency change is contemplated at present. The account bills more than $2,000,000.

Crush International Names Edward H. Weiss

EVANSTON, Ill., July 29—Crush International (formerly Orange-Crush Co.), has appointed Edward H. Weiss & Co., Chicago, its agency, effective Nov. 1. The account bills an estimated $350,000. H. W. Kastor & Sons, Chicago, is the present agency. The company talked to several agencies earlier this month before deciding (AA, July 11).

Barbour Resigns as B&B Radio-TV Programming VP

NEW YORK, July 29—Oliver Barbour has resigned as vp in charge of tv and radio programming at Benton & Bowles. With the agency for 13 years, Mr. Barbour moved up to the top programming job at B&B about a year ago, after Tom McDermott left to join Four Star Films. Last May a reorganization put television under the media department, with media vp Lee Rich taking over the title of vp for media and programming. This move reportedly precipitated Mr. Barbour's resignation.

(Additional News Flashes on Page 93)

Republican in Act!

Republicans can't resist making senseless cracks at Madison Ave., either. At the opening session of the Republican convention in Chicago, Gov. William G. Stratton of Illinois said:

"The time for quibbling over meaningless phrases is over. We want straight talk in our platform. We want flesh and blood on our ticket, not a pale creation or image of Madison Ave."

Pacific Phone's New Northwest Unit Names GB&B

SEATTLE, July 28—Pacific Telephone/Northwest, first operating unit set up by the Bell System since 1929, has chosen Guild, Bascom & Bonfigli, San Francisco, on the basis of what a top phone company official calls "a fresh approach" to telephone advertising.

Neither Pacific Telephone nor GB&B explained just exactly what was meant by "a fresh approach." ADVERTISING AGE did learn, however, that the agency put strong emphasis on its creative approach when it made its presentation to Pacific Northwest executives. In particular it used its work for Ralston Purina as an example of how

(Continued on Page 94)

Ayer Expands for De Soto, Valiant Responsibility

Detroit Head Says Ayer Has Largest Staff of Reps Working with Dealers

DETROIT, July 27—N. W. Ayer & Son, preparatory to taking over the Plymouth-De Soto-Valiant account, has just completed a major program of expansion and realignment.

A veteran in the auto advertising line, Ayer serviced the Cadillac account as early as 1903, held the Ford account from the days of the Model T into the late '30s, and took on Plymouth for Chrysler in 1943.

To this was added De Soto and the compact Valiant last March when Chrysler reorganized its advertising setup. Ayer takes full responsibility of the account Aug. 15, just in advance of the new model year.

• Richard T. O'Reilly, vp in charge of the agency's Detroit office, says Ayer now has in the field the largest staff of representatives spending full time working with dealers and dealer associations of any agency serving an auto manufacturer. In each city in which the Plymouth-De Soto-Valiant division maintains a regional office —18 in all—Ayer has assigned an ad representative.

Two former auto dealers head this staff: Robert B. Conroy, director, was an auto dealer for eight years in Doylestown, Pa., and joined Ayer last spring after three-and-a-half years with Grant Advertising, which at that time held the Dodge account; Patrick J. Frank, manager of the field staff, has been with Ayer since 1955, and before that was national used car manager for Packard. Before World War II he was a dealer in Davoa, Philippine Islands, until the Japanese invasion. When he returned to the U.S., he operated a dealership in St. Louis for eight years before joining Packard.

Basic planning for the auto account is done by Ayer's plans and marketing department in Philadelphia. Copy, art and media production personnel there also are assigned to the account, but the Detroit office carries an expanded staff of more than 100, including copywriters, layout designers, media, production and publicity specialists.

Mr. O'Reilly said the agency expects the auto market for the next few years to be extremely competitive, with four new compact cars to be added to the five already in the market.

"When you have nine new cars coming into the market within two model years, you have a fair indication that you are going to be running on a pretty fast track," he said. "We have studied the change of market with our clients, and we are ready with a hard-hitting advertising and promotional program."

• Mr. O'Reilly joined Ayer in 1946 and has been in auto advertising for the past 10 years. While assigned to the Philadelphia office he set up procedures for handling the former Plymouth dealer cooperative account and later planned and established the Ayer field representative force which serves dealers and dealer associations. Prior to becoming vp and head of the Detroit office he served as service representative responsible at various times for print, broadcast, outdoor advertising and merchandising.

Louis T. Hagopian is account supervisor of all Ayer activities concerning the Plymouth, Valiant and De Soto cars. Before joining Ayer last spring he was director of advertising and sales promotion at Plymouth, a post he had held since 1956, when he transferred there from Dodge where he was merchandising manager, sales promotion manager and eastern car sales manager.

Service supervisor on Valiant is Ira Rothbaum. He has worked on Plymouth advertising since joining Ayer in Philadelphia in 1953 as a copywriter. He transferred to the Detroit office in 1956 and has been active in print, radio and tv advertising, merchandising, field operations, public relations and sales planning. John P. Finneran has service responsibility for all advertising of Plymouth and De Soto, and has been on print advertising for Plymouth for the past year. He joined Ayer in 1959 after 13 years in advertising, six of which were in the automotive field. He was an account executive at Kenyon & Eckhardt for four years. #

Pontiac to Launch Safari

The Pontiac Motor division of General Motors Corp., Pontiac, Mich., will introduce a new concept of an automobile owner magazine when it begins publication of "Safari" on Aug. 1. The bi-monthly publication will go to approximately 1,000,000 owners and service customers. The magazine will be identified with dealers by special imprints of the local dealer's name on front and back covers.

NEW PRODUCT—*Shulton Inc., New York, takes the plunge into the growing market for bath products with Desert Flower Beauty Bath. These counter displays are illustrated with adaptations of the consumer ad running in November issues of Cosmopolitan, Glamour, Ladies' Home Journal and Vogue. Wesley Associates, New York, is the agency.*

Court Rules State Can Ban Outdoor Ads as Traffic Peril

ALBANY, N. Y., July 27—The appellate division of the state supreme court today cited traffic safety in a decision holding that outdoor boards and other advertising signs could be barred from private land along highways.

The majority opinion held that New York State had the same power to regulate advertising signs as it had to eliminate buildings, trees, dangerous curves or other hazards to safety in traffic. It referred to hazardous advertising as "so ingeniously contrived as to succeed in its purpose of winning the attention of drivers."

By its 4-to-1 decision the appellate division upset a supreme court ruling which favored five property owners who brought suit to force the state to give up an easement on a section of highway in Sullivan County. The appellate division decided that the state superintendent of public works could keep outdoor boards from highways by obtaining easements under the real property law. Its ruling covered signs visible from the highway to persons with normal vision. #

'Geographic,' 'Baby Care,' 'Parents'' Set Rate Hikes

NEW YORK, July 28—New circulation and rate figures were announced this week by the following magazines:

• *Baby Care Manual*, effective with its February, 1961, issue, will increase its circulation base from 600,000 to 650,000 per quarterly issue. The one-time, b&w page rate will be boosted from $6,425 to $6,950 with the same issue.

• *National Geographic*, effective with its January, 1961, issue, will increase its average net paid circulation base from 2,300,000 to 2,500,000 and will boost its b&w page rate from $8,620 to $9,650. In addition, effective with its new rate card (No. 75), *Geographic* will offer horizontal facing half-page units in either b&w or color at $9,650 and $11,030 respectively, and a half-page unit, two-color, at $5,515.

• *Parents' Magazine*, effective with its February issue, will increase its circulation guarantee from 1,825,000 to 1,850,000 net paid yearly average, and will boost its b&w page rate from $8,735 to $9,170. According to Allison R. Leininger, exec vp and ad director, the increase in ad rates is attributable to the higher circulation figure and to "unavoidable increases in paper and other publishing costs." #

KBCO-FM, San Francisco, Boosts Commission to 20%

KBCO-FM, San Francisco, has boosted its agency commission from 15% to 20% on all purchases of time made through its San Francisco office. The raise follows a similar move made a few weeks ago by Western Fm Sales, Los Angeles, which represents 16 fm stations.

Reason given in both instances is that since fm rates are low in relation to other broadcast media, a higher commission was needed to make fm buys—and the creation of special fm copy—more profitable to agencies.

Cahners Names Jartman

Cahners Publishing Co., Boston, has named Marc R. Jartman manager of publication services. He formerly was a U.S. Army major.

FCC Denies NBC Plea to Postpone Rep Activity Ban

WASHINGTON, July 28—The Federal Communications Commission today denied a petition by National Broadcasting Co. and four of its affiliated tv stations to suspend the two-year transition period set for its divestment of national spot sales representation.

The deadline for divestment is Dec. 31, 1961, under the FCC order issued in October, 1959. This order is before the court of appeals, and the network asked that the delay be extended pending a judicial decision.

Joining in the NBC petition were KOA-TV, Denver; WRGB, Schenectady; KSD-TV, St. Louis; and WAVE-TV, Louisville. The FCC rejection was by unanimous vote of the six commissioners participating. #

Ice Cream Makers Plan Court Test of New FDA Standards

WASHINGTON, July 26—At least 15 years of backing and filling ended today when the Food & Drug Administration adopted controversial standards for ice cream which industry spokesmen said they "can't live with" and will challenge in court.

An official of the International Assn. of Ice Cream Manufacturers told ADVERTISING AGE that he expects at least two of the new standards on composition and labeling will prove offensive to association members. A decision on a court appeal will be reached soon.

FDA apparently anticipates an industry challenge, stating in its announcement that the standards will take effect Oct. 25 "unless stayed by court action." The association told the members in a special bulletin this week that it is urging deferment of the effective date of the order.

The association spokesman explained that some ice cream makers maintain a six to nine-month inventory of labels, and charged it was unfair for FDA to expect them to be discarded.

• The standards call for ice cream to contain a minimum of 10% butterfat, a reduction from the 12% figure suggested by FDA when standards were first proposed back in World War II. This shift, FDA said, reflects changing public taste. "People want to eat ice cream, but they don't want to get fat," an FDA official commented.

The association and FDA disagree on interpretation of the "vanillin clause" of the standards. The association argues that the rules limit use of the term "vanilla ice cream" to ice cream flavored exclusively with vanilla beans or extract.

"The order's terms seem clearly inconsistent with the general provisions of the standards, which make no distinction between the optional flavoring ingredients, which may be used to flavor ice cream," the bulletin stated.

FDA denies the standards say any such thing. In its press release FDA states, "The flavor of vanilla ice cream may be supplied by natural vanilla, artificial vanilla (vanillin), or a blend." IAICM claims that the FDA misinterpreted the vanillin provision in its release..

Six products—regular ice cream, egg-containing ice cream sold as frozen custard, French ice cream or French custard ice cream, ice cream often sold as soft ice cream, fruit sherbets and water ices—come under the standards. #

Highlights of This Week's Issue

Albert Frank-Guenther Law Inc. names John V. McAdams, a director since 1958, president ..... **Page 4**

Dorothy Gray, a division of Lehn & Fink Products Corp., will use Latin models in a series of four ads scheduled for the Caribbean editions of Reader's Digest and Life en Espanol ..... **Page 6**

Negotiations will start in September to determine minimum performers' fees for live and tape tv programs and fog all tv commercials for the next two years ..... **Page 8**

Giantview General Television Network, closed circuit and tv tape producer and equipment manufacturer, merges with Tapes Unlimited Inc. ..... **Page 27**

Ziv-United Artists names Edward J. Broman to the new post of vp in charge of the Chicago office ..... **Page 30**

Justice Department charges that central charge services in Washington and Baltimore use illegal exclusive dealing contracts in their arrangements with local retailers ..... **Page 34**

Some 2,500 international advertisers spent a total of $14,914,000 in international magazines during the first half of 1960, a 20% gain over the comparable 1959 period ..... **Page 36**

British conservatives reject a Laborite bid to set up an inquiry into the control of political advertising expenditures in Britain ..... **Page 40**

Former Official Films executives join to establish a new tv production and distribution company, Program Sales Inc. ..... **Page 47**

Erwin Wasey, Ruthrauff & Ryan records a gain of almost 50% in its print and television billings in 1959 of $18,162,200 ..... **Page 48**

Thomas Aitken Jr., general manager of McCann-Erickson in Buenos Aires, says "the fundamental reason why U.S. investment is unpopular in Latin America is that it is now, and in the foreseeable future, the largest investment there" ..... **Page 50**

Screen Actors Guild and the Writers Guild of America contracts clear way for the free flow of post 1948 films from Hollywood studios to television ..... **Page 59**

Columbia Broadcasting System plans to build a skyscraper building to house all its New York offices on plot of land it has purchased in a revitalized section of the city ..... **Page 60**

Radio Advertising Bureau study reveals new and used car dealers contributed more to radio stations' $380,000,000 local revenue in 1959 than did any other single category of business ..... **Page 62**

Roy M. King, editor of Food Field Reporter and Food Topics, says food market operators, faced by narrowing profit margins, are more and more setting up standards to insure that packages help maintain profits ..... **Page 66**

Sir Harry Pilkington, head of the Pilkington glass empire, is appointed to head the British government-appointed committee of inquiry into the future of broadcasting in Britain ..... **Page 72**

Gamble-Skogmo sells its interest in Western Auto Supply Co. in compliance with an anti-trust action initiated by the Justice Department ..... **Page 76**

Leon Morgan, president of Buchen Co., bewails the public's conception of advertising as show business, and charges that business and media "have gone along with the critics" instead of backing the advertising field ..... **Page 81**

Jiro Yamanaka, Japanese researcher, develops a mathematical formula for the prediction of readership scores of print advertising ..... **Page 92**

Federal Trade Commission charges that Hooker Chemical Corp. violated the anti-merger law by acquiring Durez Plastics & Chemicals and certain assets of Monsanto Chemical Co. ..... **Page 99**

Majestic Television Productions Corp. will begin test marketing of a new science-fiction show, "Atomic Submarine," over KMBC-TV, Kansas City, the week of Aug. 1 ..... **Page 100**

FIGURES TO FILE

50 Leading Advertisers in International Magazines ..... **Page 36**
Total 1959 Billings of 12 British Agencies ..... **Page 48**
'58-'59 Press, TV Billings of British Agencies ..... **Page 49**

REGULAR FEATURES

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Along Media Path 90
Coming Conventions 22
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Salesense in Advertising 86
Voice of the Advertiser 88
What They're Saying 16

Notwithstanding Political Upheavals, Caribbean Magazine Revenues Grow

Rivalry Shrinks Income of Newly Established Editions in Mexico

NEW YORK, July 27—Despite the turmoil in the Caribbean, international magazines came through the first half of 1960 with solid advertising gains in this area *(see story and figures on the top 50 advertisers on Page 36)*.

Developments in Cuba and Venezuela had been expected to cause great difficulties for these American magazines.

In Cuba, the Fidel Castro government has taken an increasingly anti-American line, and U. S. shipments to the island have dropped. Cuba has traditionally been the top market for U. S. goods in the Caribbean.

In Venezuela, the government is pursuing a "build-our-own industries" program, and imports from the U. S. have been cut sharply.

In the face of all this, advertising directed to the Caribbean area has not only held up, but has expanded. The explanation seems to be that other Caribbean markets—particularly Puerto Rico and the Central American countries—are taking up the slack.

In addition, the expanding economy in Mexico has helped to offset losses in Cuba and Venezuela.

■ Of course, it is not all sweetness and light. *Reader's Digest* has finally been forced to close down its operations in Havana, and advertisers were informed this week that, effective with the October issue, the *Digest* would be unable to guarantee the Cuban portion of its Caribbean circulation.

R. C. Sanchez, exec vp of Read-

(Continued on Page 102)

Chrysler Is Higher, Schenley Lower in Revised BofA Data

NEW YORK, July 28—A final tabulation of national newspaper expenditures for 1959 was issued here this week by the Bureau of Advertising, ANPA.

The total expenditure by advertisers—$772,905,000—was unchanged from the figure previously announced by the BofA in a preliminary report issued in April (AA, April 25).

There was one change, however, in the top ten ranking of newspaper advertisers. General Electric Co., with a newspaper expenditure of $7,591,773 last year, replaced Schenley Industries ($7,579,830) as No. 10 in the list of leading advertisers after Schenley's figure was revised downward from $7,624,421 previously announced in April.

■ Chrysler Corp., with a revised investment figure of $18,095,839 (as against a previously announced expenditure of $17,193,094) was the only advertiser in the top ten assigned a new total, but it continued as No. 3 in the lineup, following General Motors ($38,622,558) and Ford Motor Co. ($19,679,542).

The order of leading classifications—automotive, with a $178,460,000 investment; groceries, with a $154,540,000 expenditure, and alcoholic beverages, with a $62,300,000 figure—remained unchanged from rankings in the preliminary report.

Included in the final tabulation is a rundown of biggest increases by advertisers in '59. This included American Motors Co., whose $4,295,899 investment represented a 98% increase; Helena Rubenstein Inc., with a $1,759,850 budget, up 346%; Columbia Broadcasting System, with a $2,127,269 investment, up 201%, and Miles Laboratories, with $1,636,860, representing an increase of 111% over newspaper investments the previous year. #

'Bon Amigo' Is Bon Ami Promotion Disc (Has It Scratched?)

NEW YORK, July 21—Bon Ami Co., Seeco Records Inc. and Allied Record Mfg. Co. will join in a premium program in September, offering a record album titled, "Bon Amigo."

The album will consist of highlights of Jose Melis albums. Bon Ami products will either be imprinted or carry hangers attached promoting the premium. The consumer may enclose a hanger or an empty package with $1 and mail it to Allied Mfg. Co. in Hollywood. Allied will handle the fulfilment for Bon Ami and Seeco.

Simultaneously, Jack Paar will promote the premium program on his NBC-TV show on which Mr. Melis performs, for about 30 days. #

Air France Slates Beaucoup Ads in Off-Season Push

NEW YORK, July 27—Air France this week launched the biggest campaign it has ever undertaken to promote off-season travel.

The airline broke 600-line ads in 35 Sunday travel sections and large-space insertions in 15 weekly travel pages to announce "Parisian Holidays," a 17-day package tour of Europe that comes in for $498.60, including round-trip jet transportation, first-class hotel accommodations, sightseeing in Paris and Versailles and tickets to the Folies Bergere and Lido shows.

The special excursion fare will be in effect from Oct. 1 through March 31 and will be promoted heavily in consumer and trade media.

■ Next month Air France has scheduled color spreads in *ASTA Travel News, Pacific Travel News, Travel Agent, Travel Trade* and *Travel Weekly*.

The consumer drive will run in September and October, utilizing color pages in *Holiday, National Geographic, New Yorker, Saturday Evening Post* and *Time*.

A separate series directed at women will run in *Glamour, National Business Woman, The Secretary* and *The Soroptimist*.

In addition, there will be a spot radio campaign in 10 major cities, including the Air France gateway cities of New York, Chicago and Los Angeles.

Batten, Barton, Durstine & Osborn is the Air France agency. #

Scholastic Boosts Westland

Scholastic Magazines, New York, has promoted Clayton Westland from its sales staff to eastern advertising manager, succeeding Arthur Neiman, who became ad manager several months ago. At the same time the publisher appointed David Mercer advertising manager of *Science World*, a new post. Mr. Mercer had been on the sales staff of the publication.

It's New! It's Pink! It's Palmolive!
Enriched with Beauty Cream
You can be Younger Looking with mild, mild Palmolive Care!
PALMOLIVE

PINK SOAP—*Colgate-Palmolive Co. is currently testing a new pink Palmolive bar in Orlando, Fla., and Evansville, Ind. This 1,200-line two-color ad appeared in the Orlando Sentinel-Star. Ted Bates & Co. is the agency.*

Advertising by Groups Rose 22% in '59, MAB Says

Total Was $58,000,000; Magazines Got 58%; Dairy Assn. Top Spender

NEW YORK, July 27—Business and industry groups invested more than $58,000,000 in three major media in 1959, according to a tabulation issued by the Magazine Advertising Bureau, MPA. The ad investment—in magazines, newspapers and network television—represented a 22% increase over a $48,000,000 expenditure the previous year (AA, July 25).

Of 186 group advertisers who spent more than $25,000 during the year, 152 used magazines, 78 used newspapers, and ten advertisers used network tv, MAB said.

The total investment of $58,358,726 broke down this way: $33,834,243 (58%) went to magazines; $18,867,638 (32%) was spent in newspapers; $5,656,845 (10%) went to network tv.

■ Associations—industry groups, area development boards, chambers of commerce, etc.—which invested more than $1,000,000 in advertising last year were American Dairy Assn. ($3,620,595); American Gas Assn. ($3,116,451); American Iron & Steel Institute ($1,000,510); America's Independent Electric Light & Power Companies ($1,834,258); Assn. of American Railroads ($1,300,233); Dominion of Canada ($1,263,945); Edison Electric Institute ($1,307,734), and Florida Citrus Commission ($5,328,066).

Also, Glass Container Manufacturers Institute ($1,044,775); Institute of Life Insurance ($1,509,023); Portland Cement Assn. ($1,852,636); Commonwealth of Puerto Rico ($1,385,284); Savings & Loan Foundation ($1,004,200); Steel Companies Coordinating Committee ($2,405,469); Sunkist Growers $2,012,185) and U. S. Brewers Foundation ($2,016,989).

A detailed listing of expenditures of the 186 advertisers is available on request to the MAB, 444 Madison Ave., New York. #

GOA First Half Earnings Rise

Earnings of General Outdoor Advertising Co., Chicago, for the first six months of 1960 were $1,277,693 as compared to $1,255,573 for the same period last year, Burr Robbins, president, has reported. Gross sales for the first half increased from $20,036,528 in 1959 to $21,119,622 in 1960.

Campaign Associates Gears Up for Appointment to Handle GOP Drive

Formed to Pool Skills, Not Because of 'Stigma' of Madison Ave.: Newton

CHICAGO, July 28—Like the confident young woman who buys her wedding gown before her beau has popped the question, Campaign Associates set about forming its agency structure this week, waiting for the Republican National Committee to designate it formally as the GOP agency.

The party's presidential candidate is given the prerogative of naming the agency for the national campaign, and it is expected that Vice-President Richard M. Nixon's camp will formally appoint Campaign Asspciates next week.

Carroll P. Newton, vp of the Republicans' longtime agency, Batten, Barton, Durstine & Osborn, New York, and president of Campaign Associates, was in Chicago this week, helping the Nixon forces during the GOP convention. He worked out of the offices of Ted Rogers, who has worked on past campaigns for the Vice-President and is an officer of Campaign Associates.

Mr. Newton, who has worked on GOP campaigns in the past as an executive of BBDO, explained why an agency was formed specifically for running a campaign:

■ "It is the best means of bringing together the best talent in the agency business under one roof for one campaign," he said. "No agency has a monopoly on political experience."

Thoughts about forming such an agency began after the last Presidential election in 1956, Mr. Newton said. Campaign Associates was incorporated in New York a few months ago.

The agency will operate as any other agency, he said, offering full agency services and collecting its 15% commission on media placement and other services.

■ Rumors that some media may look upon Campaign Associates as a Republican house agency and refuse to allow the standard agency commission were brushed aside by Mr. Newton, a media buyer by trade.

"I have no fears about that," he said, indicating that he had talked with key media people about that problem before forming the agency.

Actually, the agency will prob-

(Continued on Page 96)

DX Sunray Oil Launches New Push to Attract Women

TULSA, July 26—DX Sunray Oil Co. will launch a newspaper campaign this month in the company's 17-state Midwest and mid-south marketing area, which is designed to attract women customers into service stations.

The campaign is based on the results of a recent nationwide survey, which disclosed, among other things, that eight out of ten women drive; 51% visit service stations regularly or occasionally; 75% have a favorite service station; 97% think "efficient service" is an important factor in causing them to buy where they do, and 26% feel that trading stamps are an important factor in getting them to buy.

Potts-Woodbury, Kansas City, is DX Sunray's agency. #

AFA Unit Hits Democrats' Slurs, Urges Watchfulness

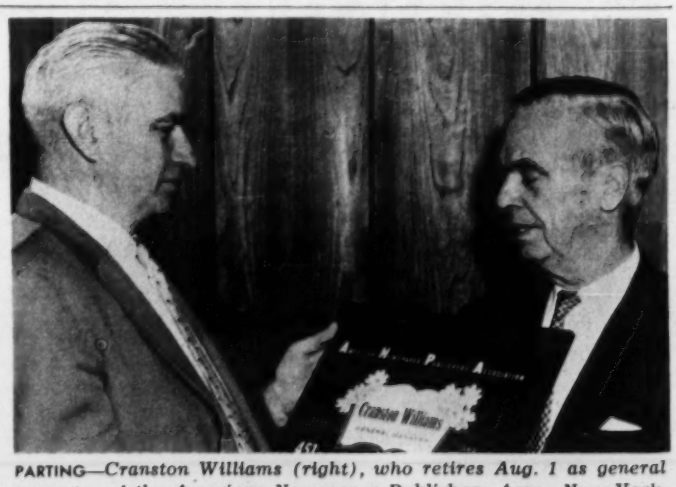
FORT WORTH, July 27—A resolution alerting admen to anti-advertising views expressed by political candidates and their advisers was adopted last week by the board of directors of the tenth district, Advertising Federation of America.

Denny Heard, district governor, also sent off a telegram to Vice-President Nixon in Chicago this week, urging the Republican Presidential nominee to give "positive recognition in the Republican party platform to advertising's contribution to the economic growth of American business and the national standard of living," and to reject "the philosophy of a completely government-managed economy that would include curbs and a federal tax on advertising."

The Republican platform, adopted today, made no mention of advertising.

■ The resolution took note of "recent unrealistic and unsupported assertions" regarding advertising at the Democratic convention in Los Angeles (AA, July 18), and urged member clubs "to promptly and accurately inform the respective memberships of policies and philosophies bearing specifically on the profession of advertising as they may develop in the campaigns of both major parties . . ."

The group requested the national AFA office to submit the resolution to all affiliated organizations for consideration. #



PARTING—*Cranston Williams (right), who retires Aug. 1 as general manager of the American Newspaper Publishers Assn., New York, receives a memo from the ANPA staff presented by John P. Cunningham. Mr. Williams, who spent 21 years with the ANPA, will live in Lynchburg, Va., and will continue with the ANPA as a consultant.*

McAdams Named President in Shift at Albert Frank; Calkins Still Chairman

'Not a Shakeup,' Shifts Made to Handle Recent, Anticipated Growth

NEW YORK, July 27—Albert Frank-Guenther Law today announced top-level shifts which gear the agency to a $20,000,000-a-year tempo, and advance its younger people.

Chief figure in the new lineup at the financial and general agency is John V. McAdams, a director since 1958, who has been named president of the company.

At 42, Mr. McAdams is "the boy in the top position." He joined the agency in 1943 and was elected a vp six years later. Previously he was associated with the old Newell-Emmett agency in 1942 and 1943 and before that with the old Federal Advertising Agency. He attended Ohio State University and

John McAdams Howard Allen

Columbia College.

Announcing the appointment, Howard W. Calkins, chairman of the board of directors and chief executive officer of the agency, said that Howard C. Allen, a director since 1932, has been named vice-chairman of the board.

As president, Mr. McAdams takes over a position which Mr. Calkins temporarily assumed on the death of Frank J. Reynolds in 1958. Mr. Allen's position as vice-chairman has been unfilled since 1952.

In a frank appraisal of the agency's organizational changes—"which I make only because ADVERTISING AGE is a bible of the industry"—Mr. Calkins said that the appointment of this "balanced team" at the head of the company is not to be regarded as a "shake-up."

■ "We haven't looked at it as that. To me it reflects an essentially progressive move. It puts new people in top positions. The whole thing is a tightening up. We think of the whole thing as a hell of a good idea," he said.

Mr. Calkins said that the agency has doubled its billings in the past 10 years and, "unless everything goes to the devil" this year, 1960 billings should total $20,000,000. The new appointments are therefore intended to shape the management to that situation.

■ "We see no reason now that we can't go up a little faster," Mr. Calkins added.

Also, to meet the new demands of a rapidly-growing organization—which reports an average staff of 200 people—Albert Frank-Guenther-Law intends to reconstitute the executive committee. This will be proposed to the meeting of the board in August. The idea is to set up a "new business group" working closely with the executive committee and the plans board.

Mr. Calkins said that the intended realignment of duties is an attempt to "try, internally at least, to have the company better organized, not only to meet the new opportunities, but also to create new opportunities for business."

He said that many people might wonder why the agency had not contemplated such measures before. "Well," he said, "these moves may have been overdue. But we all have been too busy with our own business to think about it. And, in any event, we needed to wait to get our own men to mature."

Thus the present measures are not really a shakeup, he reiterated, "because ever since I assumed the presidency in 1958, that movement was considered by me as a temporary assumption of the title." The bylaws under which the agency operates, he said, require that "someone must sign the documents, etc."

■ It strengthens the whole thing to have a young president, Mr. Calkins said: "Jack McAdams is younger than Mr. Kennedy!"

Mr. McAdams is one of the company's top "financial house men," widely known in the financial world, from which about 50% of the agency's volume comes. He has been account supervisor on accounts such as Home Insurance Co., Canadian Bank of Commerce, Noma Lites Inc. and Tangee lipsticks and cosmetics. Mr. McAdams took over the Tangee account when it came to Albert Frank-Guenther Law in September, 1960; according to an ADVERTISING AGE estimate, Tangee bills about $250,000 at present.

■ The new vice-chairman, Mr. Allen, joined Rudolph Guenther-Russell Law in 1920 and in 1931 was elected a vp, before the company merged to become Albert Frank-Guenther Law. He was named a vp of the new company and was elected a director in 1932.

Mr. Calkins is 58. In comparison with Mr. McAdams, "I'm getting to be an old man," he said. He will continue as chief executive official of the company. He came to Albert Frank-Guenther Law from the *New York Times*. The agency has offices in New York, Boston, Philadelphia, Chicago, San Francisco and Los Angeles.

Among the bigger non-financial accounts which it serves is Buitoni Foods Corp., which bills close to $1,000,000. ≠

Detroit Chevy Dealers Assn. Holds GM Employes Promotion

A longtime General Motors Corp. policy against direct solicitation of its plant employes by dealers handling its cars has been suspended recently to the extent of permitting the Greater Detroit Chevrolet Dealers Assn. to direct a sales promotion at the 60,000 GM employes in the Detroit area.

The dealer association was permitted to come into the plants and display placards and banners. The promotion, keyed to "General Motors Employes Month" and heralded as a "salute from those who sell General Motors cars to those who build them," featured a Corvair sweepstakes, which brought the award of a 1960 Corvair to one employe, Bill Rogers, of Chevrolet Gear & Axle Plant No. 6. The in-plant promotion was followed by mailing of a sweepstakes entry card to the home of every employe. The effort brought response from 35,000. W. B. Doner & Co., agency for the dealer group, handled the promotion.

Oregon Mutual to Pacific

Oregon Mutual Savings Bank, Portland, has reappointed Pacific National Advertising Agency, Portland, to handle its advertising and public relations, effective Aug. 1. During the interim the account was served by Compton Advertising and most recently by Timothy Kilduff Associates, Portland. Oregon Mutual has an ad budget of about $40,000 annually.

where things are happening to keep business good . . . *and make it better!*

Tacoma bank transactions total more than $7 billion per year – reason enough why four banking facilities have recently been built to serve a growing need. Now comes another—Puget Sound National's 10th office on downtown Tacoma Avenue. Things *are* happening in Tacoma!

So, when you're planning a promotion *—think twice about Tacoma.* First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

How $9 Billion Grows to More Than $330,000,000,000

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1960.

They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.

Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive, West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

Dorothy Gray to Use Latin Models in Caribbean Ads

NEW YORK, July 28—One of the frequent complaints of Latin American admen is that too many ads directed their way from Madison Ave. feature blonde-headed Nordic-looking models.

Young & Rubicam sets out to avoid this pitfall in its new campaign for Dorothy Gray cosmetics, scheduled to begin in September.

Dorothy Gray, a division of Lehn & Fink Products Corp., will be featuring a "gallery of Latin American beauties" in a series of four ads scheduled for the Caribbean editions of *Reader's Digest* and *Life en Espanol*. The ads, spaced between September and May, will all be bleed color pages.

SPANISH TYPES—*Ads No. 1 and No. 2 in the new Dorothy Gray international campaign show how Young & Rubicam is featuring "gallery of Latin American beauties," with paintings done by Peruvian artist Mario Agostinelli.*

• Each insertion will be dominated by a painting of a typical Latin American beauty, with brief poetic copy running below the picture. The first ad will be for Dorothy Gray makeup, the second for moisture cream, the third for eye shadow and the fourth for lipstick.

Y&R commissioned the paintings for the series from Mario Agostinelli, a noted Peruvian artist who is now living in New York and whose work has been exhibited at numerous shows.

The art director for the campaign is Len Ruben, who was art director on the Lehn & Fink Tussy campaign handled by Y&R in the U.S. Stanley E. Ely is the account executive.

Y&R succeeded McCann-Erickson on the Dorothy Gray international account last year. #

Walgreen Plans P.R. Stores

Walgreen Drug Stores, headquartered in Chicago, will open several large self-service drug stores in Puerto Rico. The first store, near San Juan, is scheduled to open this fall. The Puerto Rican stores will be the first Walgreen units outside the U.S. Walgreen operates 449 drug stores in this country.

66 National Publications to Promote '61 Autos

DETROIT, July 27—Although Detroit's 1960 National Auto Show is still almost three months away, 66 national publications, general and business magazines, trade and news magazines and newspaper supplements have notified the Automobile Manufacturers Assn. that they will feature special automotive articles or editions keyed to the national show.

The show, scheduled for Oct. 15-23, will include not only the newly introduced 1961 auto models, but also a special "Auto Wonderland" of the Society of Automotive Engineers. This will feature automotive research, production processes, styling, and the contributions made to the auto field by allied industries.

This will be the first show in Detroit's new Cobo Hall, scheduled for dedication Oct. 13.

The AMA is covering a 300-mile radius around Detroit to urge residents to prepare special group trips to Detroit for the show. Elsewhere throughout the country, auto dealers are being supplied with material to stage their own "Auto Show Week." #

Souvenir Magazines Planned for Ballet, Coldstream Guards

Sigmund Gottlober, director of National Theater & Concert Magazines, New York, has been appointed exclusive advertising representative for two souvenir magazines. The first will be sold at the 149-performance tour of Great Britain's Royal Ballet. The tour will start Sept. 11 in New York, then proceed to 26 cities across the country.

A second magazine is planned for the tour of the regimental band of the Coldstream Guards and the Pipes and Drums of The Queen's Cameron Highlanders from Sept. 17 through Dec. 2. The tour will open in Madison Square Garden and continue in large arenas in 45 cities. These books bring to a total of 41 souvenir magazines from 15 different nations represented by Mr. Gottlober.

Inco Plans Third 'Gleam of Stainless Steel' Push

International Nickel Co., New York, is planning its third annual "Gleam of Stainless Steel" promotion for 1961 based on the success of this year's effort in February. The 1960 program (AA, Nov. 20) resulted in an average traffic increase of 18% for participating stores, with sales of stainless steel housewares and appliances jumping 34%, the company reports. Sixty department stores and their more than 100 branches participated. About 300 other stores, in non-competing areas, enjoyed similar results.

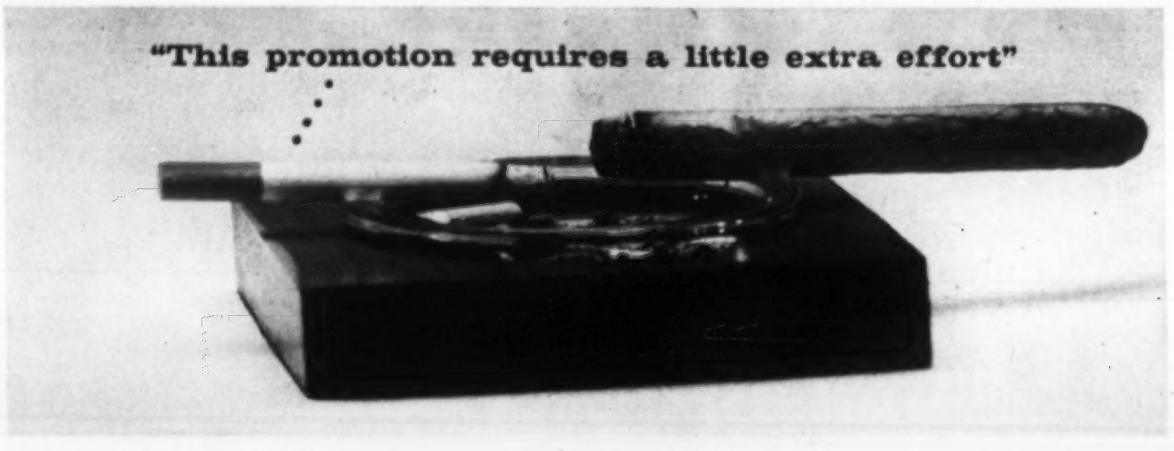
The 1961 push is scheduled from Feb. 20 to March 10. McCann-Marschalk Co., New York, a division of McCann-Erickson, is the agency.

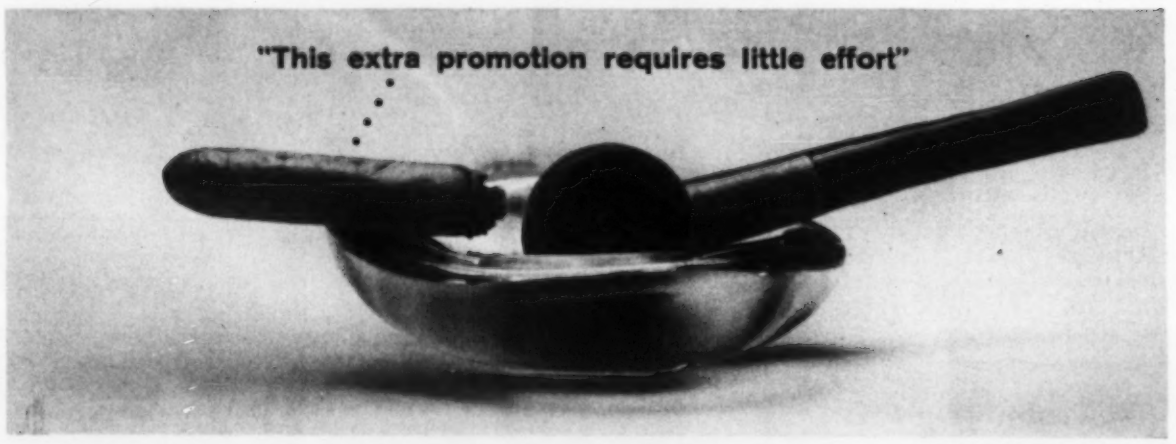
Gar Wood Boosts Davis

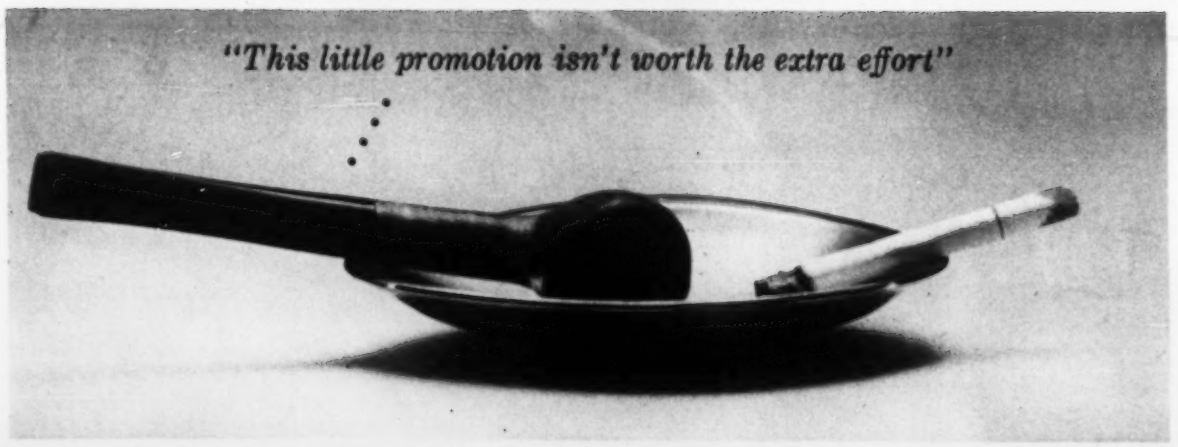
Gar Wood Industries, Detroit, has named David J. Davis vp and director of sales and advertising. Mr. Davis had been with Buckeye Tractor Ditcher Co. since 1940, and joined Gar Wood when the latter acquired Buckeye. Most recently he had been general sales manager of construction and also advertising manager.

Ehrlich, Neuwirth Names Two

Robert C. Liebler, formerly ad promotion manager of *Women's Wear Daily*, New York, has joined Ehrlich, Neuwirth & Sobo, New York, as a group copy chief. Ehrlich, Neuwirth also has promoted Marvin Lefkowitz to art director.







CLEAR COMMUNICATION—internal and external group communications are essential today. But getting the right message to the right people isn't easy. You can lose so much in transmission. The simplest directions or statements get foggy as they're passed along. Complete and clear understanding saves time and money.

That's why more and more clear-thinking executives turn to The Jam Handy Organization for straight-line communications assistance. Our business is helping to put the right message before the right people in the most effective and memorable way. For group communications help in all media, call

THE JAM HANDY ORGANIZATION

NEW YORK DETROIT CHICAGO HOLLYWOOD

How many times have you told him, Pop?

KEEP YOUR EYE ON THE BALL-KEEP YOUR EYE ON THE BALL-KEEP YOUR EYE ON THE BALL-KEEP YOUR EYE ON THE BALL-KEEP YOUR EYE ON THE BALL-KEEP YOUR EYE ON THE BALL-KEEP YOUR EYE ON

On-the-ball ad men don't have to be told how important *frequency* is. And if a medium delivers an *added* measure of frequency at no added cost, it ought to make quite a hit. The Saturday Evening Post does. ■ Check the scores on Ad Page Exposure, the new study of media effectiveness. It counts the actual, face-to-face contacts between readers and your ad page . . . 30,861,000 in a single issue. ■ *Your ad page gets more than one time at bat with the average Post reader — 37% more chances to connect than the same ad in the other big weekly.* ■ That's not all. Your Post ad page gets more swings at better prospects, too. ■ No doubt about it, the Post is the world's champion buy, because . . . .

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

Meet the people at Animation, Inc. On the left, Pete Bastiansen, our creative director. The other fellow is Earl Klein, president of the firm...gee, it looks like they're just sitting there.

animation inc. 736 NORTH SEWARD STREET HOLLYWOOD 38 CAL
CHICAGO · DETROIT · SAN FRANCISCO

Live, Tape Fees for TV Will Be Negotiated in Fall

Union Expected to Ask for Hike in TV; Radio Rate Change Not Seen

NEW YORK, July 27—Negotiations will get under way in September to determine minimum performers' fees for live and tape tv programs and for all tv commercials for the next two years.

American Federation of Television & Radio Artists is sifting through stacks of suggestions made by its members at last week's AFTRA convention in Washington. From this material will come the list of proposals to be made to the tv and radio networks for inclusion in new agreements to replace the current contracts which expire Nov. 15.

Talks on the rates for program structures probably will be held first. On the television side the union is expected to ask for a hike in the basic rate, reduction in the amount of allowable rehearsal time and a cutback in the number of days over which the time can be spread, and a revision of the tape replay rules to eliminate the free replays that are now possible after the eighth run.

■ If studies show that the number of tv homes in foreign countries has increased in relation to the number of U.S. tv homes, a rise in the foreign replay scale will be requested. The current foreign replay rates are based on the following percentage of the original U.S. fee: 20% Great Britain and Cyprus; 10% Europe; 5% Africa; 5% Australia and the Far East; and 5% South America. This adds up to worldwide usage for 45%.

There is expected to be little change in the present scales for network radio programming, though the union may ask for some adjustment in the multi-rate structure for across-the-board shows.

For radio, as well as television, the union demands will be based on its research showing how the medium is faring financially. AFTRA sources report there is no intention to press unrealistic demands on radio.

By tradition, the contracts for commercials as well as programs are negotiated, not with the sponsor or his ad agency, which produces the commercial, but with the networks. The advertising agencies attend these sessions as very interested "observers," and there are plenty of recesses in the proceedings to give the network representatives a chance to confer with the agency men. The agencies later sign letters of adherence to the union standards.

The job as it relates to commercials, should be simplified by the agreement between AFTRA and Screen Actors Guild henceforth to negotiate jointly for contracts covering all kinds—live, tape and film—of commercials. In the past, the two actors' unions have haggled over jurisdiction in tape, but now they have agreed to what amounts to a merged operation covering video tape programs as well as all tv commercials. They retain their separate jurisdiction over live (AFTRA) programming and film (SAG) programming.

■ The two sets of current contracts for commercials differ somewhat, with AFTRA using a performance as a basic unit in contrast to SAG's per day unit. Nobody knows yet whose standards will prevail as a result of the tape marriage. The higher of the two undoubtedly will be chosen.

This joint operation makes speculation as to specific demands for changes in the commercial scales extremely hazardous. However, two proposals seem certain to be included: (1) A demand for a higher rate for network commercials, and (2) a revision of spot rates to relate the original and the repeat scales more closely to the number and the size of the markets covered by each campaign.

Some increase in the scale for some categories of radio commercials may be proposed if AFTRA's researchers, who have taken note of recent announcements by some networks of their in-the-black operation, find that some areas within the network structure are proving to be profitable.

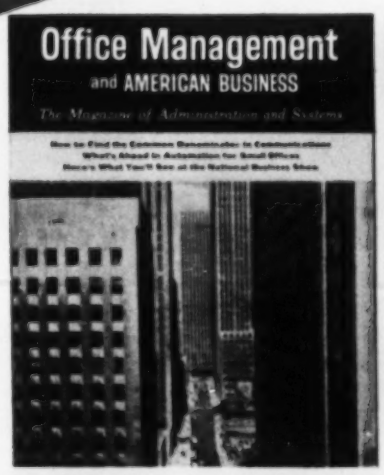
At the AFTRA convention interest not only focused on better pay for present assignments. Concern also was voiced over the need for more jobs in the industry. As one indirect means of helping to achieve this, the union has asked the FCC to hold public hearings on radio and tv station licenses in cases where protests have been filed. Public hearings, AFTRA believes, will point up the difference between promises and performances in the local programming area on the part of some licensees. The end result, AFTRA hopes, will be more local shows and more jobs for radio and tv performers. #

Two Buy 'Dangerous Robin'

Ziv-United Artists, New York, has sold its new series, "Case of the Dangerous Robin," to Pet Milk Co. (Gillham Advertising Agency) for fall showing in several markets in Utah, Montana and Idaho, and to Lincoln Income Life Insurance Co. (Fred R. Becker Advertising Agency) for showing on WHAS-TV, Louisville, and WKY-TV, Oklahoma City. The series stars Rick Jason as a free lance "risk negotiator" for insurance companies.

JUST RELEASED*...A Detailed Study of the $6 Billion Office Market

by The House of Authority



THE MAGAZINE OF ADMINISTRATION AND SYSTEMS

The order of the day is modernization and automation in America's offices. OFFICE MANAGEMENT AND AMERICAN BUSINESS—since 1940 the authority in this field—parallels its dynamic growth. It offers a net paid circulation of 37,000* executives concerned with office administration and systems — by far the largest ABC coverage of this field.

*Subject to ABC Audit

THE OFFICE EQUIPMENT AND STATIONERY DEALERS' MAGAZINE

Published since 1877, GEYER'S DEALER TOPICS is the pioneer in the office equipment and stationery dealer field — at the forefront of every merchandising trend — dominant sales influence. With more than 7700 paid subscribers, it is the only ABC PAID audited magazine in this field, edited for and distributed exclusively to the trade.

* This new study of the office market is now available. Contact any Geyer-McAllister office.

GEYER-McALLISTER PUBLICATIONS

ESTABLISHED 1877 — LARGEST PUBLISHERS OF SPECIALIZED PUBLICATIONS FOR THE OFFICE MANAGEMENT AND OFFICE EQUIPMENT MERCHANDISING FIELDS

212 FIFTH AVENUE, N.Y. 10, N.Y. • BRANCH OFFICES: CHICAGO, BOSTON, LOS ANGELES

The most important market... the market you can't afford to miss

Advertisers have no easy time of it when it comes to selecting magazines within given advertising budgets. Just as pressing and important as what to choose is what to leave out. Perhaps more important.

Not too many years ago the problem appeared simple and the solution, unsophisticated. Most advertisers chose the magazines with the largest circulations.

Today, of course, effective advertising and efficient budgeting demand that media be used as precise marketing tools. And the gauge in their selection is far more qualitative. This explains why, for example, in the past decade the news magazines have become the consistent spearhead of major advertising campaigns . . . notwithstanding numerical circulation comparisons with mass media.

It also explains why, among news magazines themselves, more and more advertisers have recognized "U.S.News & World Report" as . . .

The most important magazine of all

No other magazine is so thoroughly read by so many important people motivated by one vital need—essential, useful news. No other magazine meets this need by concentrating, every week, exclusively on such news. The result: a highly nonduplicated audience of leaders in business, industry, government, the professions—and the community.

These are subscribers with a higher average family income than that of any other news magazine, or any magazine with more than one million circulation. For advertisers, this means "U.S.News & World Report" covers a larger number of actual customers and prospects than magazines with even larger circulations. Clearly, here is one market no advertiser wants to miss.

Ask your advertising agency for the documented facts about this important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

Breck, Remington Spin Separate Joint Disc Drives with RCA Victor

NEW YORK, July 27—John H. Breck Inc. will enter its second co-operative venture with RCA Victor next fall, in which the hair preparations manufacturer will double its 1959 advertising expenditures to promote its consumer offer of a "preview" album. Breck has allocated $600,000 for advertising and sales promotion of the premium.

The special LP album will contain 15 classical and popular selections from RCA Victor's 23 "New sound America loves best" albums. It will be available in monaural or stereo for $1 plus a Breck boxtop label during the Sept. 1-through-Dec. 31 promotion. The preview album is not available through regular outlets. Last year's album, which contained 12 selections, sold more than 250,000 copies.

Breck will support its consumer offer with color pages in two consecutive issues each of *Good Housekeeping*, *Ingenue*, *Ladies' Home Journal*, *Reader's Digest*, *Scholastic* and True Story Women's Group. The same ad will be run one time in *American Girl*, *Co-Ed*, *Glamour*, *Harper's Bazaar*, *McCall's*, *Parents' Magazine*, *Seventeen*, *Teens Today* and *Vogue*. The shampoo maker also will promote the album in four one-minute commercials on CBS-TV specials tentatively titled "Breck Family Classics."

■ To back its advertising push, Breck will supply its retailers and beauty shops with a variety of point of sale material prepared especially for its album offer. This will include color counter and wall posters, floorstands, shelf talkers, window displays, basket cards and purchase folders for Breck salesmen. Order blanks will be included with all display material, as well as on shampoo and cream rinse packages.

RCA Victor will launch its advertising with a color page in the Oct. 3 *Life*, promoting the Breck premium offer as well as all of its other "New sound America loves best" albums. The same ad later will be run in *Cosmopolitan*, *Esquire*, *High Fidelity*, the *New York Times Magazine*, *The New Yorker* and *Saturday Review*.

■ The record company will feature the new albums in two 60-second tv commercials on NBC this fall. Taped 30-second and minute radio spots also will be available to RCA Victor distributors in a co-op campaign.

Point of sale merchandise to promote the "New sound" record series will include a window "spectacular," which counter-revolves; blowups of the magazine ad; color pennants; a 12-page color catalog; counter cards and newspaper ad mats.

In pointing to the success of the 1959 joint promotion with Breck, W. I. Alexander, RCA Victor records' manager of advertising and promotion, said that a survey of 2,500 purchasers of the preview album and their neighbors showed that the purchasers of the preview album bought more than twice as many of the company's "New golden age of sound" series than their neighbor phonograph owners.

■ In addition to its Breck tie-in, RCA will promote its low-price line, RCA Camden, with ads in *Billboard*, *Look* and *Record & Sound Retailing*, as well as with co-op radio spots.

The agency for Breck is N. W. Ayer & Son; RCA Victor's agency is Grey Advertising Agency. #

NEW YORK, July 27—The Remington Rand division of Sperry Rand Corp. will run a heavy print schedule to back a summer joint promotion with RCA Victor in which the typewriter manufacturer will offer consumers a free 45 rpm record.

During the "Be a hit at school" campaign, running Aug. 1 through Oct. 10, consumers will be able to get the free record by going to a Remington Rand dealer for a demonstration of the company's portable typewriters. The free disc will include six selections by RCA Victor artists Neil Sedaka, Henry Mancini, Della Reese, The Browns, Sam Cooke and Jeanie Johnson. The record will not be available through regular outlets.

At the time of the demonstration the consumer will be invited to type a letter to his favorite artist from the above group, telling him why he enjoys listening to his records. Letters will be judged by a panel of RCA Victor recording artists. The first 500 winners will receive six LP albums each, and the next 1,000 winners will be given one album apiece. Any of the winners who bought a Remington portable during the contest period will have double the purchase price returned.

■ Remington Rand will promote the co-op venture, as well as the six recording artists and their other releases, with a two-color spread in *Life*, a four-color page in *Junior Scholastic* and *Senior Scholastic*, a two-color page in *Seventeen*, b&w spreads in *Boys' Life*, *Ebony* and *Teen*, and half-pages in *Family Weekly*, *Parade*, *This Week Magazine*, and *Suburbia Today*. The record company will run a column in *Life* to supplement Remington's spread. A minute color commercial on NBC-TV's "Bonanza" rounds out RCA Victor's advertising.

Remington Rand will back its advertising with a heavy point of sale compaign, including window displays, banners, easel cards, pennants, decals, dealer badges, brochures and ad mats.

Another facet of the joint promotion includes dealer contests for the best window displays. Winning Remington dealers will receive RCA Victor stereo phonographs, and RCA Victor dealers with the best displays will be awarded Remington Rand Travel-Riter portable typewriters.

■ Details of the co-op effort were coordinated through Leonard Fellman Co., merchandising consultant. Remington's schedule was placed through its former agency, Gardner Advertising Co. (the account has since moved to Compton Advertising), while RCA's was placed by Grey Advertising Agency. #

Arnot Elected Chapter Head

J. P. Arnot, Katz Agency, has been elected president of the San Francisco chapter of the American Assn. of Newspaper Representatives. Also elected were J. James Clamorey, Moloney, Regan & Schmitt, vp; Walter F. Patzlaff, Branham Co., secretary, and Virgil L. Dion, Ridder-Johns Inc., treasurer.

Morais, Oddy Join McCann Ltd.

J. G. Morais, formerly an account supervisor of J. Walter Thompson Co. Ltd., Toronto, has joined McCann-Erickson (Canada) Ltd., Montreal, in a similar post. T. M. Oddy, formerly office manager and an account executive of Kenyon & Eckhardt, Montreal, has joined McCann in Montreal as an account executive.

BIG—*This eye-catching leg and foot is painted on a 30' high wall in Los Angeles at Seventh and Hope Sts. for the Ceramic Tile Institute. It will be there for the next 12 months. Latta & Co. is the agency.*

Kazanjian Resigns at Peter Paul, Hits 'Mismanagement'

NAUGATUCK, CONN., July 26—The exec vp and advertising manager of Peter Paul Inc. has resigned after 28 years with the company, charging the company with mismanagement, amid indications that a stockholder battle may be in the offing.

Harold G. Kazanjian, son of one of the original six founders of the candy company, also resigned as a member of the executive committee but maintained his seat on the board of directors.

In a strongly worded statement reviewing his "well known" dispute of several years standing with Peter Paul's president, John H. Tatigian, he charged that his authority has been "whittled away" ever since he became exec vp in 1954, and severely criticized the management of the company since 1950.

"I think, therefore, that it is timely for me to resign and free myself from any restrictions the office may place upon me, in order to take such steps as I may deem advisable in the interests of the stockholders of this company," he said.

■ Mr. Kazanjian told ADVERTISING AGE, "I am now ready to fight the battle," but he would not elaborate further nor make any additional comment, on the advice of his counsel, he said.

Mr. Tatigian, president since 1951, confirmed the resignation and added that it was "unanimously accepted" by the board. He pointed out that Peter Paul sales and earnings would be "substantially" greater for the fiscal year just ended; he declined any comment on Mr. Kazanjian's charges.

Peter Paul does not reveal its sales or total earnings, but they set alltime records in 1948, when per share earnings were $4.97. Since then they have ranged from $4.66 a share in 1949 to $3 or below every year since. They were $2.01 per share in fiscal 1959.

■ Peter Paul has been one of the leading candy advertisers, with a budget of more than $1,000,000 for many years. It spent an estimated $2,000,000 last year and probably will go higher in 1960. Solidly in spot radio for about 20 years, the company has shifted its emphasis to television since 1954. Dancer-Fitzgerald-Sample, New York, handles the Peter Paul account. #

Dailies Show 4.6% Ad Gain for First Half: 'Media Records'

NEW YORK, July 28—Newspaper advertising was up 5.7% in June, bringing the medium's gain in the first half of 1960 to 4.6%—or 63,974,918 lines better than the '59 total.

Every category except general showed improvement, both for the month and for the year to date, according to figures compiled by Media Records in its regular 52-city check. General was down 6,653,149 lines, or 3.6%, for the six-month period.

Automotive made the best swing, with a gain of 16.1% in June (up 2,504,422 lines) and an advance of 15.7% (12,256,101 lines) for the first half. Total automotive linage was 90,258,595. In June this linage amounted to 18,018,293.

Total advertising for the first half came to 1,445,854,945 lines. For June alone, newspapers carried 250,556,169 lines—an increase of 13,584,590 lines. #

Dill Introduces Dapper

Dill Co., Norristown, Pa., is using 30 spots per week over two tv stations to introduce Dapper, a laundry starch in a spray can, into the Philadelphia area. The product will be introduced in other areas in the near future. N. W. Ayer & Son is the agency.

Bill Named to WNEW-TV Post

George R. Bill has been named to the new post of station business manager of WNEW-TV, New York. Mr. Bill also will continue as assistant treasurer of Metropolitan Broadcasting Corp., which owns the station.

Hockaday Adds Head Skis

Head Ski Co., Timonium, Md., has appointed Hockaday Associates, New York, to handle its advertising. Emery Advertising Corp., Baltimore, formerly handled the account.

General Foods Spent $110,000,000 for Ads in '59-'60

NEW YORK, July 27—General Foods Corp., the nation's largest food packager, invested "nearly $110,000,000" in advertising during its 1960 fiscal year ended last March 31.

Wayne C. Marks, president, reported this record expenditure at the annual stockholders meeting here today.

This expenditure was 14.6% higher than the $96,000,000 reported for the 1959 fiscal year.

Explaining this investment, Mr. Marks said:

"I want to underscore that these promotion expenditures cover more than the media costs, which include television and radio, newspapers and magazine ads.

■ "They include all the dollars we spend in *all* forms of promotion—to stimulate the sales of each of our more than 250 individual brand name products.

"Yes, advertising and promotion costs money, but our earnings and growth record indicate clearly that it pays. As we have more businesses and brands to promote, we must be—and are—prepared to invest still more funds to sell our growing number of products."

Sales in the company's latest fiscal year increased by only 3.2% to a total of $1,087,000,000, but net earnings soared 12.8% to a record high of $61,071,000.

■ It was a happy annual meeting at the Roosevelt Hotel today. Stockholders approved a two-for-one stock split and heard a closing report on results in the first quarter ended June 30; sales up 6.9% and profits up 9.7%. The first quarter profit of $16,150,000 was the best first quarter performance in General Food history.

In his report to the stockholders, Mr. Marks emphasized what he called the "minor revolution" taking place in the age distribution of the U.S. population.

"In the next five years," he pointed out, "the group from 15 through 19 years of age will jump almost 30%, against 9% for the total population. By 1965, close to half the people in the country will be under 25. These younger people will have different nutritional requirements and taste preferences, thus providing opportunities for companies alert enough to anticipate them."

■ The GF president also made a point of stressing the "wholesome" quality of the television programs the company sponsors. "The wholesomeness of our programs is as important to us as the wholesomeness of our products," he said. "And, we expect to *keep* them that way."

Mr. Marks concluded his report by showing the stockholders seven of the company's "prize television commercials." These were spots for Birds Eye frozen baby foods, Jell-O (a Chinese pantomine production), Swan's Down cream puff and chocolate eclair mixes, Kool-Aid, Gravy Train, Instant Maxwell House and Post Sugar Crisps. #

Shulton Names Two

Eugene Di Scala, an artist with Shulton Inc., New York, has been appointed art director-packaging in charge of packaging design for the company's domestic and international divisions. Shulton also has named John A. Scharwath, formerly a marketing specialist with U.S. Rubber Co., sales promotion manager of the fine chemicals division.

crossover

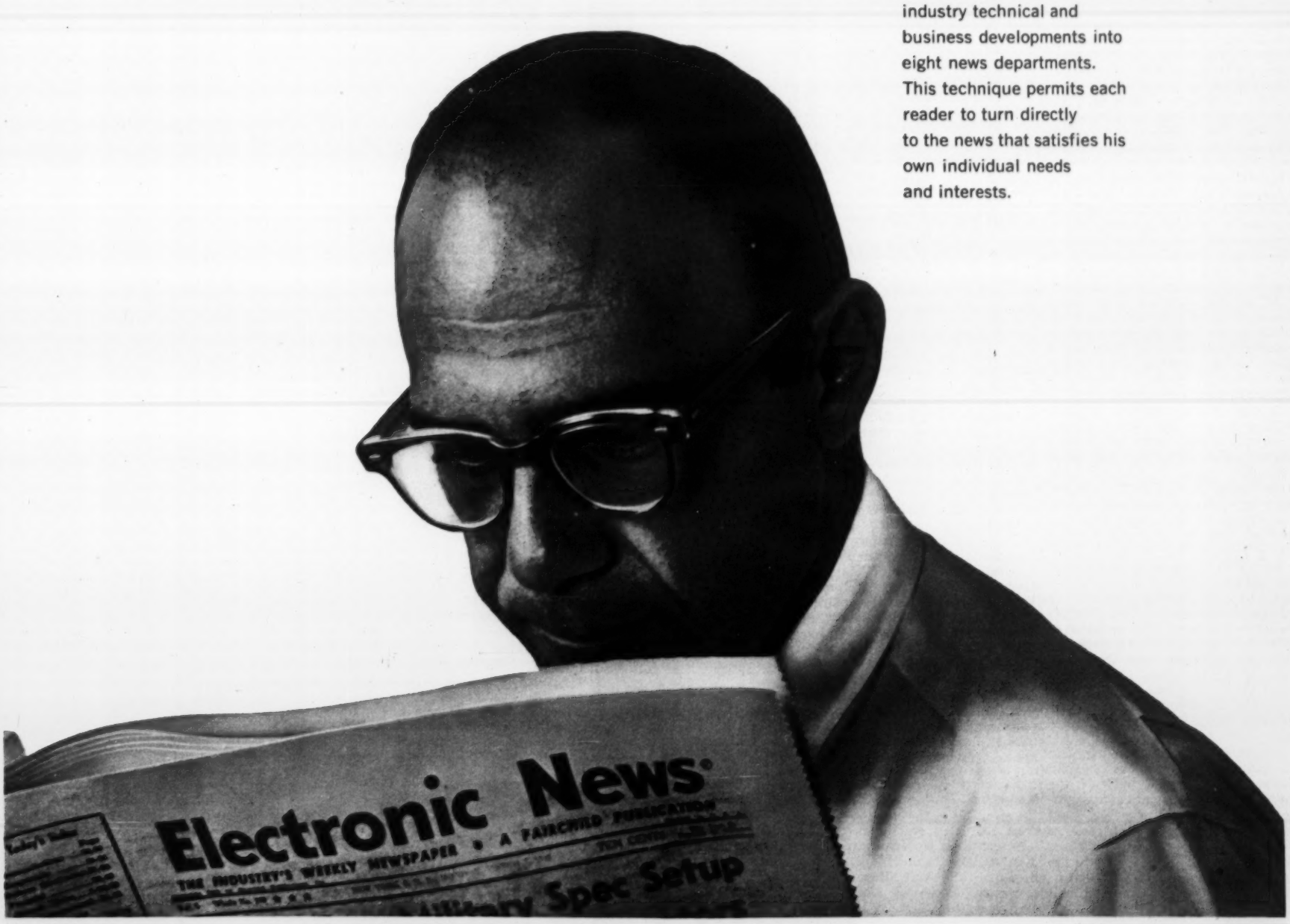
crossover

crossover

A crossover network separates broad frequency signals into narrower frequency bands.

In the familiar hi-fi set, the crossover distributes high notes to the tweeter speaker; low notes to the woofer.

Like a crossover network, Electronic News separates the broad spectrum of industry technical and business developments into eight news departments. This technique permits each reader to turn directly to the news that satisfies his own individual needs and interests.



Detroit Eases Off in Battle with Foreign Autos

DETROIT, July 29—Just about the time the American auto makers seemed to have the foreign car invasion of this country stemmed, if not turned back, they are showing signs of abandoning the ramparts.

At least some of the European manufacturers think the pressure of the American compact is easing off and will continue to do so in 1961 and afterward.

They believe American makers are not satisfied with the narrow margin of profit gleaned from a sales fight in the economy car market. The growing impression is that the American companies would like to count on a little more money made per car.

■ One example is Ford Motor Co.'s earnings picture for the first half of 1960. Ford had one of its best production periods, with unit sales 7% higher than in the first half of 1959, yet dollar sales were 2.4% less than in the first six months of 1959, $2,885,000,000 as against $2,954,000,000. Much of this can be laid to sales of the less profitable Ford compact cars, which represented about one-third of Ford's total unit sales.

■ John T. Panks, managing director of Rootes Motors Inc., distributor of the English lines of Hillman, Sunbeam, Humber and Singer small cars in the U. S., is reported as expecting an upturn for the imports generally with the advent of the 1961 American models. He says there is a definite trend toward larger-size U. S. compact cars, with larger and more powerful engines.

This is known to be a fact. The new so-called American compacts in the GM line—Tempest, Olds F85 and Buick Special—definitely will be 4" to 6" longer in wheelbase than the first compacts that appeared last year—about 112" altogether—and probably will run 400 lbs. to 500 lbs. heavier. Ford's Comet was the first example of the larger "compact," and it is doing extremely well on the market.

It is also known that engine horsepower of the 1961 American small cars will be increased in most cases from 85 or 90 to 100 or more, or at least an offering will be made of optional engines of higher horsepower rating.

■ The foreign car sales in this country, which went off nearly 10,000 units in May, the latest available state registration figures, down to 45,623 from 54,337, may be expected to steady for the remainder of this year. The importers look for an upturn again as the 1961 market develops.

Mr. Panks, looking broadly at the entire import market and not only at the English makes his company represents, says European manufacturers will continue to offer the same kind of economy, size and purchase price they were offering at the time they broadened their American market from a figure of around 50,000 yearly to more than 10 times that number.

"Success of both imports and U. S. compacts shows beyond doubt that a large part of the motoring public wants more economical and more sensibly sized cars," Mr. Panks said, in a New York interview recently. "If the Big Three turn their backs on the market, imported cars will continue to meet the demand and will gain by it."

The Special and F85 compacts about to be introduced by General Motors will not be too different from standard-size cars under the hood, except for engines made mostly of aluminum. The power plants will be V-8s, with a lower horsepower rating than the standards, but greater than the 1960 American compacts. Pontiac's Tempest, on the other hand, will be truly different. It has more of a sports car appearance, a four-cylinder engine such as has not been seen among the Big Three offerings for nearly 30 years, and a transaxle development, which means a combination of the formerly front-mounted transmission with the differential at the rear axle point. This permits removal of the "hump" in the car floor, as was the case in the 1960 engine-in-the-rear Corvair, and a feature with much customer appeal.

■ The auto companies have been researching, studying and evaluating the market as never before. Any moves they make will not be leaps in the dark but calculated by balancing one aspect against the other. A strong wish to make money on their cars, not merely hang up record unit volumes, is a motive in which the foreign makers are taking comfort. The labor advantage held by the foreign cars is evidenced in the report, that, if and when Ford does appear with a true small-small economy car, possibly a year from now, its engines and other components will be built in Ford's factories abroad. The UAW-CIO, speaking for its members, already is viewing this possibility with alarm.

■ It is an accepted fact that European cars have this advantage. Most marked evidence of this was the case of Volkswagen, the topseller among the imports, when it moved several years ago to start manufacture of cars in this country. It even acquired a plant in New Jersey at a cost of some $1,000,000, but abandoned the project because it became evident it could not compete while paying American labor rates. #

NBP Completes Lineup of 17 Standing Committees

WASHINGTON, July 27—National Business Publications has completed the lineup of its standing committees.

Chairmen of the 17 committees are: T. Richard Gascoigne, chairman of the board, Hayden Publishing Co., advertising sales; William A. Wilson, president, Pit & Quarry Publications, agency membership; Paul Wooton, chairman, executive committee, Society of Business Magazine Editors, allied interests; Robert L. Hartford, publisher, *Machine Design*, circulation auditing practices.

Richard P. Smith, president, W. R. C. Smith Publishing Co., constitution and by-laws; Leo Haggerty, treasurer, Conover-Mast Publications, costs and accounting; Fred C. Crowell Jr., vp, Insurance Field Co., education; Louis J. Perrottet, vp, Conover-Mast Publications, executive; P. M. Fahrendorf, vp, Chilton Co., nominations; Robert B. Konikow, managing editor, *Advertising Requirements*, production; John H. Kofron, director of research, Chilton Co., research; Arthur H. Dix, vp research, Conover-Mast, standard practices.

■ Leonard A. Eiserer, exec vp, American Aviation Publications, finance; John W. Hartman, president, Bill Bros. Publications, legislation; Milton B. Kihlstrum, president, Miller Publishing Co., membership; Marshall Haywood Jr., president, Haywood Publishing Co., operations; David R. Watson, president, Watson Publications, public relation. The latter five chairmen are board-elected vice-chairmen of NBP for their respective areas of major association responsibility. #

SPRING RAIN—*Tidy House Products Co., Shenandoah, Ia., is using newspapers, spot tv and radio in test marketing its new Spring Rain water softener in Cincinnati, Columbus, Dayton, and Indianapolis. Guild, Bascom & Bonfigli, San Francisco, is the agency.*

Jerrold, Community TV Company, Told to Halt Sales Deals

PHILADELPHIA, July 29—U. S. District Judge Francis L. Van Dusen this week granted injunctions aimed at breaking up an alleged monopoly in the community television field by Jerrold Electronics Corp.

An antitrust suit was filed in February, 1957, against Jerrold and five subsidiary companies and Milton J. Shapp, president (AA, March 4, '57). The five-week trial before Judge Van Dusen, sitting as judge and jury, began last Nov. 11.

The judge sustained government charges that the Jerrold group was guilty of an illegal monopoly because it refused to sell equipment to operators unless they agreed to purchase all subsequent parts and apparatus from Jerrold.

■ The group will be unable to continue this practice under the injunction. It also forbids Jerrold to acquire any more subsidiary companies for a three-year period beginning Arpil 2, 1960.

However, Judge Van Dusen refused to order Jerrold to divest itself of its present holdings, as requested by the government.

Community television systems are used in remote areas where television reception is poor. They consist of a booster apparatus which brings programs from distant points.

Jerrold's main headquarters are located in Philadelphia, along with National Jerrold Systems Inc., a subsidiary. The other subsidiaries named in the suit are Jerrold-Northwest Inc., Seattle; Jerrold-Southwest Inc., Dallas; Jerrold-Ohio Inc., Cleveland; and Jerrold-Mid-Atlantic Corp., Baltimore. #

Advertising Inc. Names Barnes

Frank T. Barnes has been named exec vp and director of Advertising Inc., St. Petersburg, Fla., agency. He formerly was director of public relations of U. S. Land Development Corp., Fort Lauderdale, and account executive of Steiner & Wall Advertising.

FCC Hits Stations in Little Rock on Convention 'Slip'

WASHINGTON, July 27—All three Little Rock tv stations were in dutch with the Federal Communications Commission this week for broadcasting state Democratic primary speeches and election returns and not parts of the Republican National Convention.

In a telegram to KARK-TV, KTHV, and KATV, the FCC asked the stations why they weren't living up to Section 315 of the Communications Act, which requires "equal time" in the presentation of public issues.

The FCC acted after Chairman Frederick W. Ford received a protesting telegram from Mrs. W. Y. Pake, president of the Greater Little Rock Women's Republican Club. Mrs. Pake said the stations would not carry the Republican convention Monday night "although complete coverage of Democratic national convention was carried by all three stations."

Mrs. Pake demanded that the three tv stations broadcast a re-run of the keynote address by Rep. Walter H. Judd (R., Minn.).

■ With two of the seven FCC members dissenting, the commission sent the telegram, requesting a full statement of the facts. It said:

"Section 315 of Communications Act requires reasonable opportunity for discussion of conflicting views on issues of public importance. It would appear from information available to commission that your plans for coverage of Republican national convention compared with your coverage of Democratic national convention do not comply with this provision. Requirements of local political election are recognized. However, it does not appear from the facts available that a reasonable effort has been made also to meet the fairness provisions of Section 315."

Dissenters on the commission were T.A.M. Craven and John S. Cross. They argued that the stations had made "a proper decision" in airing the state primary. A station is under obligation to consider the "tastes, needs and desires of the public it is licensed to serve," Mr. Cross stated.

Commissioner Robert T. Bartley concurred in sending the telegram but said FCC acted on incomplete information.

■ Douglas Romaine, general manager of KARK-TV, said, "We did what we thought was in the public interest in our coverage area. The winning of the Democratic primary is tantamount to election in the state, and we figured carrying the candidates was more in the public interest than in the first session of the convention." #

Carling Buys Backus Show

Carling Brewing Co., Cleveland, has bought California National Productions' "The Jim Backus Show—Hot Off the Wire" for showing in 51 markets, through Lang, Fisher & Stashower. H. P. Hood & Sons, Boston, has bought the Backus show for showing in New England markets, starting in October. The 52-week order will include 39 new shows and 13 repeats. The Hood buy was made through Kenyon & Eckhardt.

Ritter Adds Sunny Hunny

Sunny Hunny Inc., Philadelphia, a national chain of restaurants, has appointed Ritter, Sanford, Price & Chalek, New York, to handle advertising. Jack Skaff, director of national sales for the company, has been promoted to vp in charge of sales, advertising and media promotion.

Convention Was Just Ho Hum for Some TV Viewers

CHICAGO, July 29—Independent tv stations in two cities made considerable ratings "hay" while the Republican convention shone on network outlets this week.

CKLW-TV in Detroit showed heavy gains over its normal audience share during the convention hours, according to a special American Research Bureau tabulation. CKLW-TV said it was evident that "Detroit area tv audiences are rebelling against the networks' steady diet of political palaver during prime evening hours."

On Monday, the station had audience share increases ranging from 30% to 98.5%, and captured as much as 37.8% of the Detroit area audience during the evening. On Tuesday, the increases ranged up to 236.6% over normal, and the audience share at 8 p.m. got up to 47%.

■ In Chicago, independent WGN-TV also gained a large number of viewers who wanted to escape the network convention coverage. On Monday, "Wild Bill Hickok" and "Bugs Bunny" scored 40.5 on a special Trendex rating, against 27 for the closest network. Later that evening "State Trooper" and "Highway Patrol" pulled a 47.9 rating, against 26.9 for the closest competitor. #

Campbell-Ewald Names Two

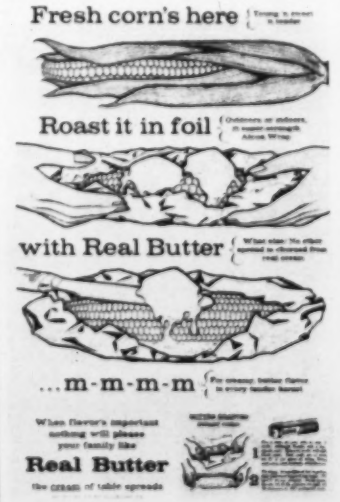
Campbell-Ewald Co., Detroit, has appointed Richard L. Eastland, in charge of the Hollywood office for the past four years, a vp. At the same time, Jerry Kabel, formerly a columnist for the *Detroit Times*, has joined the agency as a copywriter.

Firth Names Parsons

Firth Corp., Boston, has appointed Parsons, Friedmann & Central, Boston, as agency for Fashions First, a new independent national tv syndicating group. The Fashions First series had a 39-week run locally in Boston on WHDH-TV.

Standard Security Elects Harris

Henry S. Harris has been appointed assistant vp of Standard Security Life Insurance Co. of New York. He continues as assistant to the president and director of advertising and public relations.



CORNY—*Corn on the cob and Alcoa Wrap get promotion in this two-color newspaper ad for butter by the American Dairy Assn., Chicago. The ad is running in 96 newspapers throughout the country. Campbell-Mithun, Chicago, is the agency.*

As we've been telling you . . .

The Extra Selling Thrust

that The Washington Star gives your advertising shows up where it means most . . . in results

FROM A LEADING WASHINGTON HOME BUILDER (name on request)

"*The weather was bad . . . it was the most unseasonable period of the year for Real Estate sales . . . but* ***the response to our color page in The Star was electrifying*** *. . . we sold over $300,000 worth of homes at a cost of less than eight-tenths of one percent.*"

FROM A LEADING WASHINGTON FURNITURE STORE (name on request)

"*We think it only fair to give credit where due . . . I am pleased to inform you that the "1960 Catalogue of Fine Furniture" 20-page gravure section we ran in The Sunday Star May 1 provided us with* ***the most successful promotion in our 22 year history.***"

THE WASHINGTON STAR WASHINGTON, D. C.

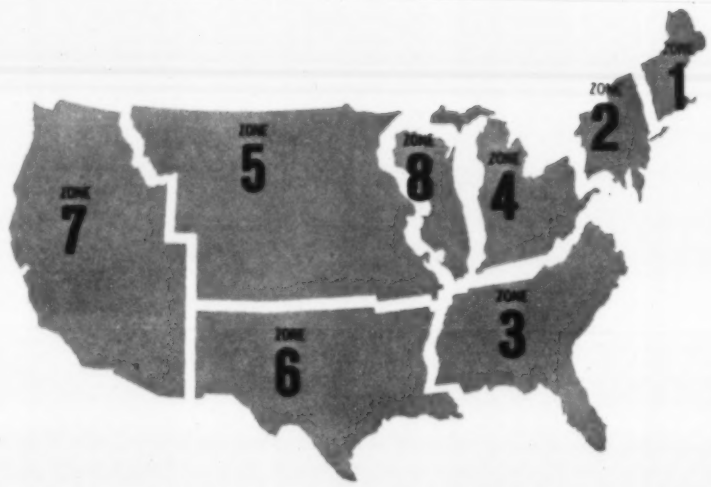
Member of **MILLION MARKET NEWSPAPERS, INC.**

New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building

Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street

Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

These success stories are 25 reasons why Look Magazone is expanding to every issue



Now, only LOOK offers regional coverage to every advertiser in every issue, on a no-waiting, insertion-guaranteed basis

The 25 advertising success stories on these pages prove the power of LOOK's Magazone to sell goods and services in virtually every classification. Though marketing goals differ among these 25 advertisers, the record of success is the same.

Magazone, providing advertisers with eight sales areas available individually or in *any* combination, has turned a new marketing idea into a practical, effective reality.

Because of the tremendous demand for it, Magazone insertion can now be guaranteed in *every* LOOK issue—*without waiting, without partners.* For the complete, documented story on the 25 case histories cited—and many others—contact your LOOK representative. We'd like to publish *your* Magazone success story soon.

LOOK

New York—Murray Hill 8-0300 • **Chicago**—Central 6-8127 • **Hartford**—Chapel 6-5409 • **Minneapolis**—Federal 9-0371
Detroit—Trinity 5-2786 • **Cleveland**—Main 1-3698 • **Pittsburgh**—Express 1-3036 • **Philadelphia**—Market 7-2587
Atlanta—Trinity 2-9017 • **Dallas**—Riverside 8-7409 • **Los Angeles**—Webster 3-8191 • **San Francisco**—Garfield 1-4960.

ARBOR HOMES

Received over 1,000 high-quality responses to its ad at a "cost per inquiry less than ⅓ that of our regular TV promotion."

ZONE 1

GRANT BATTERIES

"Grant advertising in LOOK has made better customers of old ones and added new dealers for us." New jobbers and dealers led to substantial sales increases.

ZONES 5, 8

MAIN LINE HOMES

Coupon ad drew over 5,000 responses which "led directly to the sale of over $500,000 worth of homes."

ZONE 2

NATIONWIDE INSURANCE

Every report indicates campaign was "the greatest sales aid we have ever devised." Regional sales managers say LOOK ads had "terrific impact on public."

ZONES 1, 2, 3, 4, 8

STEERO BOUILLON CUBES

Sales increase was "more than double normal rate of growth" in the first month of LOOK advertising.

ZONE 7

BYRD APPLES

World's largest apple grower found "ad gave the salesman a perfect entry—and more important—a sales clincher!"

ZONES 3, 6

DU BOUCHETT CORDIALS

Jobber enthusiasm led to "heavy merchandising to the trade by all our salesmen . . . the ultimate of what we would like at all times."

ZONES 5, 8

FEDERATED MUTUAL INSURANCE

"With the power and prestige of LOOK, agents won a much higher percentage of interviews than on cold calls. Our ad dollar has never brought greater results."

ZONES 3, 5

GLIDE CONTROL

On the strength of the response to its first ad, the company is "making LOOK Magazone our number 1 advertising medium in 1960."

ZONE 1

HOFFMAN TV

Limited dealer listing ad "established Hoffman as the dominant line" in many leading furniture and department stores where it had spotty distribution previously.

ZONES 6, 7

KESSLER-HUNTER DISTILLERS

"The announcement of the Magazone campaign was literally met with cheers and enthusiastic applause from our salesmen."

ZONE 7

KING STORES

Reports enhanced prestige, impact and long-lasting effectiveness. "Sales increases were greatest where our LOOK ad appeared."

ZONE 1

LESLIE SALT

Chose LOOK to promote new high-fashion approach to selling salt. Report "ad was an important factor in sales jump."

ZONE 7

MARYLAND CLUB COFFEE

"Association with LOOK has given us an advertising 'showcase' never before possible via newspapers and spot television."

ZONE 6

MICHIGAN STATE APPLE COMMISSION

Ad "pleased growers, built brand identification, created dealer interest, and, finally, promoted the sale of our apples."

ZONES 4, 5, 8

MOGEN DAVID WINES

Advertised both nationally and regionally in LOOK. Reported: "Substantial sales increase in those markets which utilized LOOK Magazone."

ZONES 3, 4, 5, 6, 7, 8

MOTHER GOLDSTEIN WINES

Found "definite sales increases directly traceable to our Magazone ad." Ad also helped build better brand image.

ZONE 1

NEW BEDFORD SEAFOOD COUNCIL

"Chain stores, independents and wholesalers report scallop sales increases of 20% to 200% over the same period last year."

ZONE 1

RESINOL

Received "over 1,000 responses" to half-page coupon ad for medicinal skin ointment.

ZONE 8

SHAW SHOES

Agency reports "tremendous enthusiasm by distributors, salesmen and retail stores.' Use of merchandising material by stores was three to four times greater than ever before.

ZONE 4

SLUMBERLAND MATTRESSES

Dealer-listing ad "paid for itself 100 times over" and markedly enhanced the prestige of the product. Follow-up ad caused record-breaking sales.

ZONE 1

TASSETTE

Hidden offer drew over 1,000 requests, many from people who said they were aware of the product before, but "didn't pay any attention to it until it appeared in LOOK."

ZONE 1

VENT-AIR CONTACT LENSES

"A sharp upswing in business" in the weeks after the magazine hit newsstands attributed to LOOK ad. Company has expanded the promotion to other LOOK Magazones.

ZONE 3

N. E. VOLKSWAGEN DISTRIBUTOR

"Our dealer organization feels that LOOK is one of the best media to bring the Volkswagen story to the American public."

ZONE 1

ZAYRE DEPARTMENT STORES

"Our first LOOK ad was so successful, it made us a regular advertiser." Improved employee morale helped push sales to peak levels.

ZONE 1

The Editorial Viewpoint . . .

Constant Growth and Change

The census listing of the 50 largest United States cities in 1960 which we published last week got us to thinking about the enormous changes in population and markets which have taken place in this country.

The census figures highlighted the amazing rise of Houston. This city, with a 1960 population of 932,000, has not only leaped into first position as far and away the biggest city in the South, but as the sixth largest in the country, whereas it was 14th ten years ago, 21st 20 years ago, and 45th in 1920.

But even more startling, in a sense, is the longer view. Sixty years ago (a not very long time in terms of cities), New York was still far and away the largest American city, with almost 3,500,000 population. Chicago was comfortably second with 1,700,000, and Philadelphia completed the list of million-or-more cities, occupying third place by virtue of its 1,300,000 population.

But 1960's third place occupant, Los Angeles, had only 102,000 people in 1900, and was 32nd or worse in a lineup of cities. Detroit had 285,000 people in 1900, enough to make it America's 13th largest city, but Houston had fewer than 45,000, and ranked in the 70s.

Baltimore was the sixth largest city in 1900, with 509,000, while Cleveland, with 382,000, was in eighth place. Washington had 279,000 people in 1900, entitling it to 15th place, and St. Louis had 575,000, making it the fourth largest city in the country. Such bustling present-day cities as Dallas (672,000), San Diego (547,000), Phoenix (430,000) and Long Beach (323,000), were scarcely gleams in anyone's eye in 1900. Dallas was the largest of the four, boasting 42,638 people, and San Diego had a respectable 17,700. But Phoenix was little more than a desert oasis with 5,544 inhabitants, and Long Beach harbored only 2,252 presumably lonely souls.

There really isn't much of a moral to all this, except to remind you not to trust your memory about the size and shape of markets, nor those impressions you formed as a boy. Things change, absolutely and relatively; it's important to keep abreast of the changes, not merely in a bookkeeping or accounting sense, but in terms of mental set and outlook.

The Delicate Question of Taste

The NAB television code review board is one of the hardest working and most dedicated groups we know, plugging away at the problem of keeping television advertising from being offensive for violations of good taste. So we don't like to make its work more difficult.

But some of the innumerable problems surrounding the subject of good taste are pointed up by the discussions at this group's recent meeting. One of the major problems with which the board is struggling now is concerned with motion picture promotion. E. K. Hartenbower, head of the review board, said:

"We are seeking to have movie distributors use more care in the selection of material for television display. Some theater promotional commercials have been totally unacceptable: Scenes involving sex, violence and horror clipped from a theater feature film are not suitable for the family viewing audience."

We tend to agree. But the fact is that the scenes to which Mr. Hartenbower objects are actually "clipped from theater feature film" and are actually shown in theaters. Only in a tiny minority of instances are their showings restricted to "adults only."

This naturally raised the question: If these theater promotional clips, actually taken from pictures shown in theaters, are not suitable for the family viewing audience seated around the television set in the family living room, what strange transmutation makes them suitable for viewing by the same kinds of people when they are thrown on those super-large screens in movie houses or in drive-ins?

It is, we believe, the fact that in one instance the audience deliberately picks a horror film or a sex film for entertainment or instruction, whereas in the other it suddenly has a segment thrown at it in its home without prior warning and without having real freedom of choice.

The Media Mix

Jones & Lamson Machine Co., an important industrial advertiser, has notified the business papers on its list that it intends to cut down sharply on the number of publications used, and to become a dominant advertiser in the remaining books by increasing its representation, perhaps going from 12 pages a year to 60 or 72 in a single book.

The announcement merely serves to illustrate again that there is no single "best" way to accomplish anything in advertising, and that there are no rock-ribbed, exact, infallible formulas for promotional action. Even though we get closer to science, we never really approach it. Judgment, intuition, experience and a haunting desire to achieve a new approach, still largely govern our actions.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"First few days, you'll think we are all crazy. In a month, you'll love us . . . and everyone outside will seem nutty as a fruitcake."

What They're Saying . . .

Farm Background Is Capital

The boy who is not going to stay on the land can capitalize on his farm background. Industry is looking for him, especially if he does well in college. For instance, the demand for trained agricultural engineers rises every year. Even now the supply is short. Only about 250 agricultural engineers will get degrees in 1962, as compared with 420 in 1949. The demand is active for farm boys who graduate in chemistry, business administration and other industrial and commercial fields.

—Wheeler McMillen's column, "All of Us," in Farm Journal.

There's a Difference

One of the big jobs before us is to scrub the dirt off that word "profit." We must re-acquaint the American public with the difference between "making a profit" and "profiteering"; remind and convince them that profit does not accumulate in corporate strong boxes, but is paid out continually for the use and improvement of tools.

—Ray R. Eppert, president, Burroughs Corp., speaking at the Assn. of Industrial Advertisers' convention in June.

Role of Paper

Americans are involved with paper from the moment they acquire a birth certificate, according to American Cyanamid Co., as reported by UPI.

Noting that man reads from paper, writes on it, wraps things in it, carries things in it, decorates with it, cleans with it, drinks out of it, dries his hands with it—even makes money out of it, the company said the average American family uses a ton of paper every year.

—New York Times, July 19.

'I Wore It and Wore It . . .'

A Westport dress shop is featuring a wash-'n'-wear wedding gown!

—Harry Neigher, Herald, Bridgeport, Conn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7650); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Beehtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Maleckl, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr., Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Warner asks agencies to bid on foundation account," the headline says.

This will give them a chance to get right down to the basic issues.

•

The Food & Drug Administration is planning to screen the promotion of all new drugs, Washington reports.

This may slow down somewhat the speedy advent of the latest wonder drugs.

•

Sears spent $69,530,000 in retail media in 1959, and that's an investment big enough by any measurement to assure it the best seat in the house.

•

A. C. Nielsen is offering a new magazine-tv check which will show advertisers what combination of media will provide the greatest audience of potential buyers.

And maybe at the same time they will take a peek into pantries and medicine cabinets.

•

The Federal Communications Commission seems to be attempting earnestly to achieve the difficult task of unscrambling some television eggs involved in the award of station licenses in which commission members may have taken an undue interest.

•

Some members of the New York Yankees declared, "The White Sox is dead," but that was before the Sox invaded the Bronx and took three out of four and first place from the embattled Bombers.

•

"Girls have more money than dates, *Seventeen* finds."

A girl with money need never be without a Saturday night date if she lets it be known to her boy friends that she is in favor of Dutch treats.

•

Kleenex has found its bright red "hunter's pack" a popular item, and during the next shooting season it may even have the National Safety Council in its corner.

•

"Tariff board will probe 'dumping' of Czech bicycles here," the story says.

And the Czechs aren't the only ones pedaling rapidly into the U. S. market.

•

E. B. Weiss thinks it's time for manufacturers to get away from "excessive and lunatic" dealing.

The wheelers and dealers usually find life very exciting, even if not particularly profitable.

•

A New York advertising agency admits that it has "the urge to merge."

Two agencies may not be able to live as cheaply as one, but the expense accounts may be larger.

•

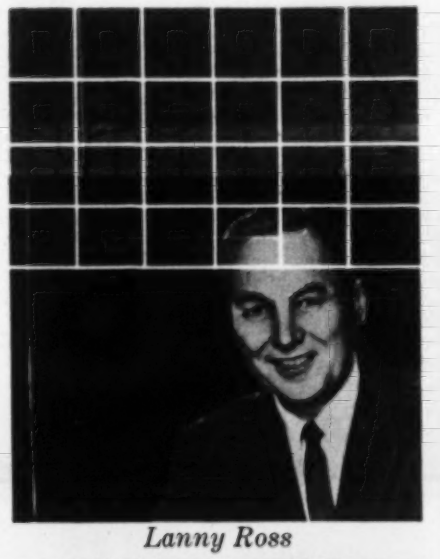
That new bill changer Automatic Canteen Co. has acquired is expected to boost the vending machine business, and of course the customers will be hoping that occasionally there will be an extra dividend.

COPY CUB.

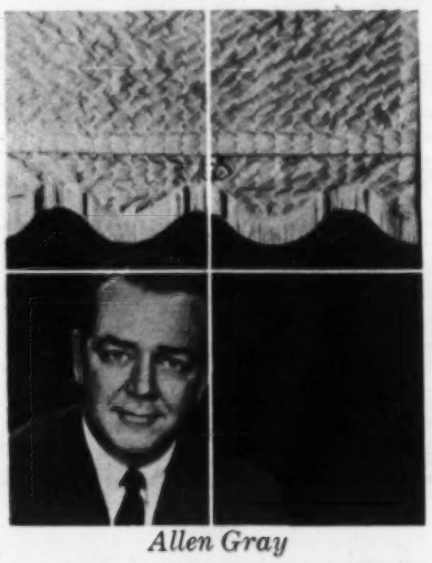
THEY GET INTO MORE DIFFERENT HOMES!

Jack Sterling

Martha Wright

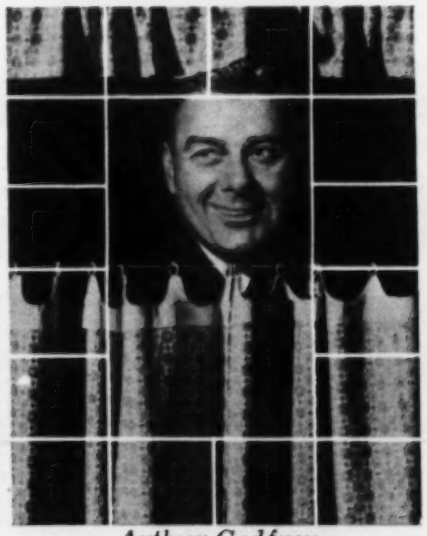


Lanny Ross



Allen Gray

Freeman & Hayes



Arthur Godfrey

Bing Crosby & Rosemary Clooney

Dick Noel

Ed Joyce *Lee Jordan*

1,461,200 *different* homes each day, 3,131,700 *different* homes each week hold open house for them and give WCBS Radio the largest unduplicated audience of *any* station in New York radio! A cumulative rating of 33.5% daily and 71.8% weekly of the total radio homes in the vast 17-county New York area (Cumulative Pulse Audience, March 1960).

ONLY WCBS Radio in all of New York radio offers this combination of top talents and prestige programming: Jack Sterling, Dick Noel, Martha Wright, Allen Gray, Freeman & Hayes, Arthur Godfrey, Lanny Ross, Garry Moore, Ed Joyce, Bing Crosby, Lee Jordan, Rosemary Clooney —plus, daytime dramas, special events, CBS News, mystery and adventure series, and the famed Philharmonic!

WCBS Radio attracts the biggest unduplicated radio audience in the nation's biggest total market! Want to call on more different people in New York? Call on

WCBS RADIO

Represented by CBS Radio Spot Sales.

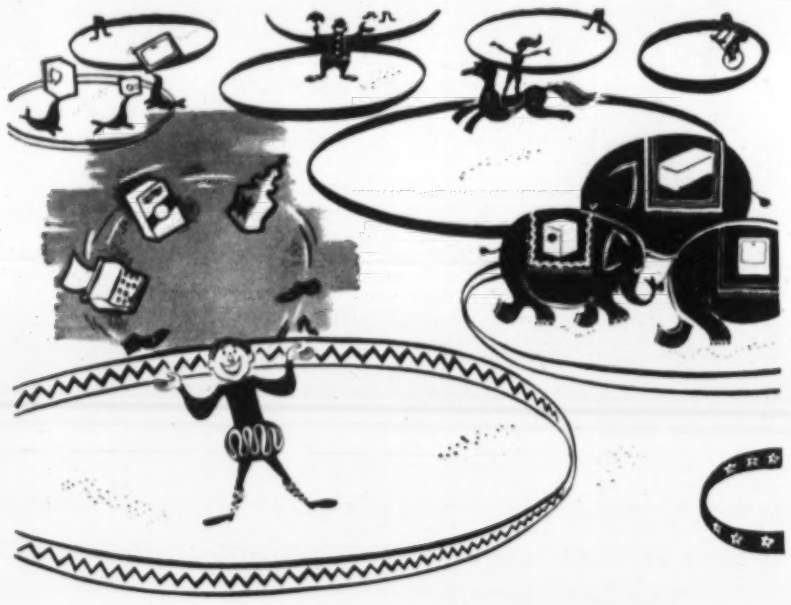
Elks median income again leads that of all other men's magazines regularly surveyed in the Starch report.

1.2 million Elks are *first* in median income with $7176 . . . *first* in percent of readers earning $10,000 or more . . . *first* in more ownership classifications than any men's magazine reported.

Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.



How to watch a 1,393-RING

MERCHANDISING CIRCUS

and never miss a thing!

If your product is sold through retail stores the bulk of its sales must necessarily be in the 1,393 cities in which daily newspapers are published.

There is wide variation in the merchandising situation in many of these cities . . . different merchants with different competitive attitudes...varying advertising intensity in behalf of other brands...variable consumer demand and variable brand acceptance in trade areas.

ACB Research Reports enable a merchandiser to determine many of the variables in each market—to exploit the strength and bolster the weakness that his brand may have. All or any part of the 1,393 cities can be covered and each market can then be given the individual attention necessary to best results.

ACB Research Reports are always made to the users own specifications as to territory covered—data contained—frequency, etc. They tell what advertising is running in each city on your brand or competitive brands. From this information important decisions can be made on sales and advertising strategy.

Still other ACB Services are available to give visual sales tools to salesmen . . . to scout new developments . . . advertised price reports . . . special auditing and certifying services on cooperative advertising campaigns and many others.

Send for ACB's Big Tell-All Catalog . . .

Worth reading from cover to cover—48 pages—and as complete as we could make it. Describes fully each of the 14 ACB services. Gives many case histories. Gives cost of each service or method of estimating same. Has complete directory of all daily and Sunday newspapers. The state breakdown of 1,769,540 retail stores is reprinted from a U. S. trade census.

Send for your free copy today!

ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Park Ave. South • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

ACB The ADVERTISING CHECKING BUREAU Inc.

Getting Personal

In the broadcasting wedding of the year, **Mrs. Dorothy Manville Kiggins** was married July 16 in Saratoga, Wyo., to **George B. Storer Sr.**, president and chairman of Storer Broadcasting Co., Miami Beach. Mrs. Kiggins is the widow of **Keith Kiggins,** former NBC and ABC vp who also was a vp of Storer Broadcasting Co. some years ago. She was given in marriage by another broadcasting veteran, **Don Searle,** part owner of Farm & Home Stations. The best man was **George Storer Jr.,** vp of tv operations of the company. Ushers were Mr. Storer's three other sons: **Peter F.,** managing director of WSPD-TV, Toledo; **James P.,** national sales manager of WIBG, Philadelphia; and **Robert M.,** Miami U. student. After a cruise in Atlantic waters, the newlyweds will return to the Storer ranch at Saratoga for the remainder of the season before making their permanent home in Miami Beach . . .

The Jingle Mill reports its first romance: **Barbara Miller,** assistant to the president of the Jingle Mill, New York, was married July 10 to **David Thompson,** sales manager of the company . . . In a Cincinnati wedding, **Eloise Janney** was married July 9 to **Michael Weatherly,** of Dancer-Fitzgerald-Sample . . . **Louise Howard,** in the ad department of *The New Yorker,* is planning a September wedding with Ian Ritchie McLintock Henderson. The bride-to-be is the daughter of **Bentz Howard,** vp and general merchandise manager of Dan River Mills; her fiance is the son of the Chief Justice of the Bahamas . . . Marilyn Johnson and **Cranston Williams Jr.** will be married in the autumn in Roanoke, Va. The future bridegroom is assistant to the general manager of the *Roanoke Times* and *The World News.* His father retires July 31 as general manager of the ANPA . . .

Byron Millenson, vp and general manager of WCAO, Baltimore, has been named chairman of "Deathless Weekend," the annual traffic safety campaign of the Maryland-District of Columbia Broadcasters' Assn. Co-chairman is **Norman Reed,** public relations vp of WWDC, Washington, D.C. . . **Kennett Hinks,** senior vp of J. Walter Thompson Co., heads the advertising industry division committee of Project HOPE . . . **John L. Nanovic,** pr director for Kudner, and **Robert R. Newell,** president of Cunningham & Walsh, are co-chairmen of the advertising division for the Visiting Nurse Service of the New York campaign . . . **Pete Schruth,** vp and ad director of *The Saturday Evening Post,* has been elected to the board of directors of the Chester County, Pa., Tuberculosis & Health Society . . .

SUCCESSION—*Edwin R. Cox Jr. (left), sales promotion director of Atlantic Refining Co., outgoing president of Poor Richard Club, Philadelphia, took this novel way of handing over club presidency to A. Edward Morgan, exec vp of Richard A. Foley Advertising Agency, at the club's annual meeting July 11.*

Frank Mangan, manager of tv spot sales, WNBQ, Chicago, was awarded a Heart Medallion from the Chicago Heart Assn., for his work as group chairman for the 1960 Heart Fund campaign . . . **Burr Robbins,** president of General Outdoor Advertising Co., Chicago, received the Navy's highest civilian award, the distinguished public service medal for his contributions to the Navy's public information and recruiting programs . . .

Two Detroit admen, **Athel F.** and **E. S. Denham,** president and secretary, respectively, of the Denham & Co. agency, have been named delegates at large to the 11th Annual International Astronautical Congress, to be held in Stockholm in August . . . **Arnold J. King,** president of National Analysts Inc., Philadelphia market research company, left for a two-month stay in Seoul, Korea, where he'll help establish an agricultural census program for the Korean government. Mr. King was formerly with the Department of Agriculture . . .

Lawrence, son of **Stewart Benson,** manager of General Outdoor Advertising Co.'s South Bend office, recently won appointment to the U.S. Naval Academy . . .

Steve Shaw, sales representative of *Purchasing Week,* was chosen outstanding media representative in the Milwaukee area for the second consecutive year by the Assn. of Industrial Advertisers chapter there . . . **Warren Menaker,** assistant media supervisor, Foote, Cone & Belding, Chicago, is exhibiting a group of paintings at the Merchants & Manufacturers Club in the Merchandise Mart during August . . .

"For the most disinterested
and meritorious public service
rendered by
any American newspaper
during 1959~"

awarded to the

Los Angeles Times

The Pulitzer Gold Medal - Journalism's Highest Award.

The 1959 Award is the fourth Pulitzer Prize won by The Los Angeles Times since 1942

REPRESENTED NATIONALLY BY CRESMER & WOODWARD, INC., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, ATLANTA

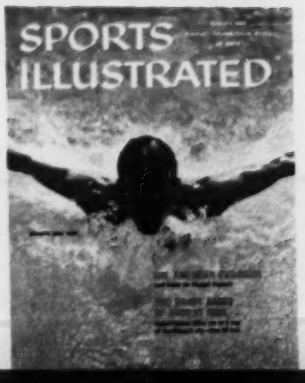
SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best of people

—900,000* families of them every week. *Active* people like the group in the yawl above. Such people have more needs and more opportunities to get around; to entertain their friends; to drive their cars; to travel; to keep fit and healthy; to dress up in their best. With a median yearly income of $10,835, they can afford to. You sell more to people who do things, for active people make active markets. That's why advertising looks right, feels right and is right in SPORTS ILLUSTRATED.

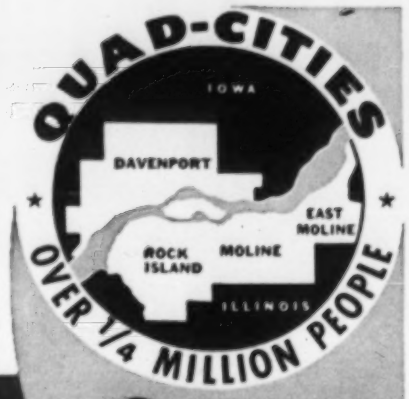
*950,000 effective January 1961

ACTIVE PEOPLE MAKE ACTIVE MARKETS



Newspapers sell big in the Quad-Cities. To Sell the larger Illinois side, use the Argus and Dispatch.

56% of Quad-Citians live on the Illinois side.



THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS

NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST MARKET IN ILLINOIS-IOWA

Coming Conventions

*Indicates first listing in this column.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 86th annual meeting, Des Moines.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 20. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

*Oct. 13-15. Junior Panel Outdoor Advertising Assn., annual convention, Hilton Hotel, Pittsburgh.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tarr Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 37th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

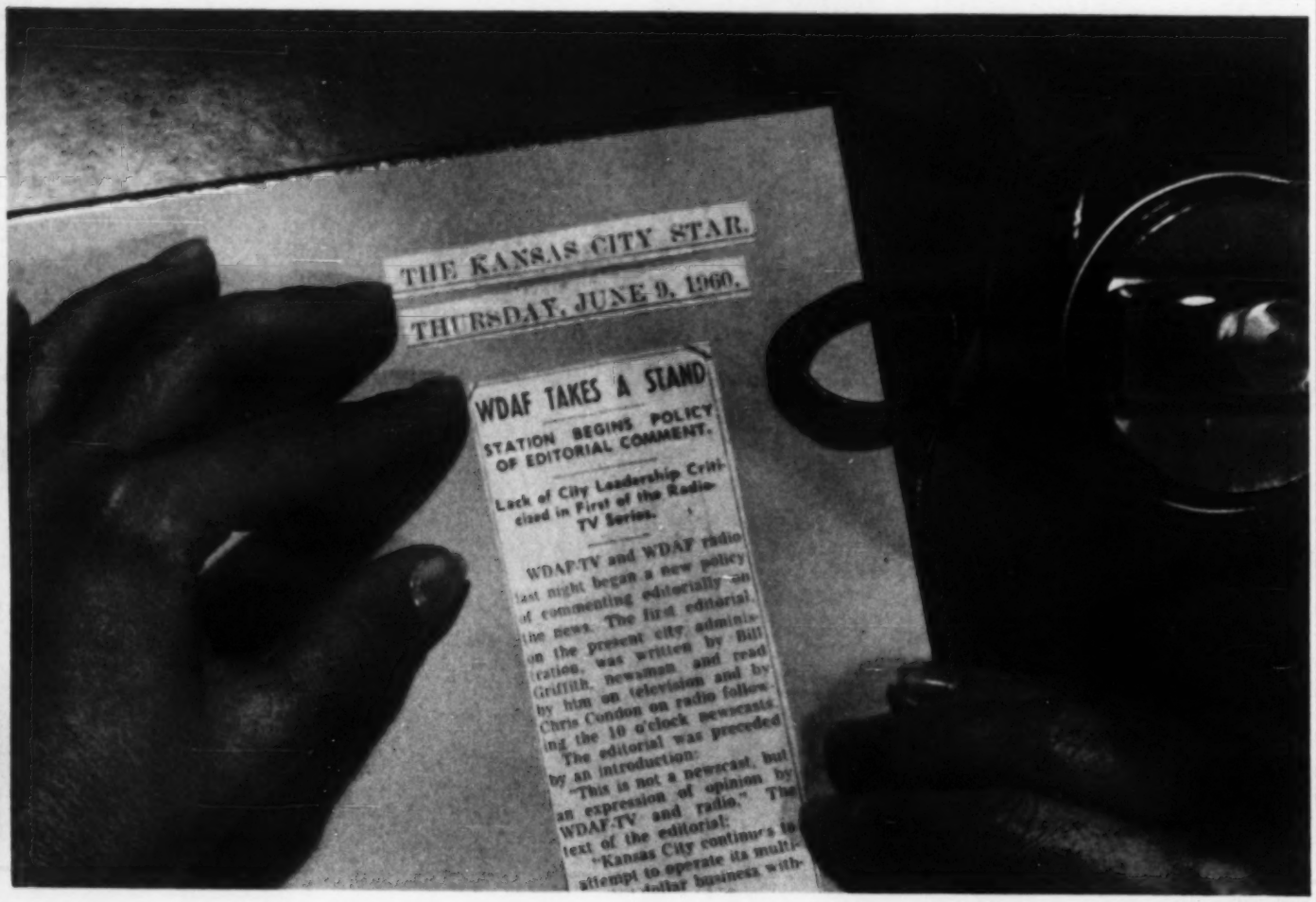
Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Yambert Gets Hotel Accounts

The Ambassador Hotel, Los Angeles, and the Cocoanut Grove of the Ambassador, have named Ralph Yambert Organization, Los Angeles, their agency. The Cocoanut Grove, physically a part of the hotel facilities, is handled as a separate account. Adams & Keyes was the previous agency.

Ognibene Opens Offices

Charles Ognibene has opened his own agency, Charles Ognibene Associates, with offices in Westhampton, Mass. Mr. Ognibene was formerly in charge of advertising production, art and copy for Jackson Associates, Holyoke, Mass., the Lestoil agency.


THE KANSAS CITY STAR.
THURSDAY, JUNE 9, 1960.
WDAF TAKES A STAND
STATION BEGINS POLICY OF EDITORIAL COMMENT.
Lack of City Leadership Criticized in First of the Radio-TV Series.
WDAF-TV and WDAF radio last night began a new policy of commenting editorially on the news. The first editorial, on the present city administration, was written by Bill Griffith, newsman and read by him on television and by Chris Condon on radio following the 10 o'clock newscasts. The editorial was preceded by an introduction:
"This is not a newscast, but an expression of opinion by WDAF-TV and radio." The text of the editorial:
"Kansas City continues to attempt to operate its multi-

Another Addition to Our Proof Book

Editorializing is not now a new concept in the communications industry. But it is new in the Heartland—*news*, in fact, to the "Kansas City Star", which reprinted our first effort in its entirety.

WDAF will continue to editorialize whenever the community well-being is a matter of concern. It's tailor-made to our policy of delivering interesting, informative, provocative radio to the *listeners* in our big 6-state area.

How is our policy of radio-to-be-listened-to paying off? Ask your Christal man to see our bulging "proofbook" of thoroughly satisfied advertisers.

WDAF 610 RADIO · SIGNAL HILL · KANSAS CITY, MISSOURI

REPRESENTED BY HENRY I. CHRISTAL CO., INC.

Big Population Increase Booms Demand for Building Products

With the nation recording its biggest population increase of all time, 1960 marks the count-down on the launching of a 15-year boom in light construction to meet the living needs of a growing America.

Included is all "light" commercial, industrial, farm and similar non-residential building; professionally-done remodeling and modernization of both residential and non-residential buildings; and new home building. This activity is grouped under the "Light Construction" banner, however, because the same building products, materials, techniques, tools, equipment and labor are used in all of these construction areas.

This fact is reaffirmed in the figures compiled by the Bureau of Building Marketing Research, an affiliate of *Practical Builder*.

Statistically, a boom must result from existing demands, such as:

A new school room needed every five minutes – 24 hours a day – just to "catch up" and meet the anticipated demand for the next five years . . .

Thousands of new light commercial buildings required to follow home building's trend to the suburbs and beyond . . .

Other thousands of new industrial plants located convenient to outmoving labor pools . . .

More than 2,500 motels and luxury motor courts built annually to house a nation on the move.

Need Stores, Offices

Store and office facilities have lagged far behind home building and well below their normal potential since World War II. Homes were the top-priority postwar need, and all conditions for home ownership were extremely favorable. Now, the demand for commercial building is asserting itself, and BBMR predicts a boom that will dwarf the previous annual volume.

Additional increase is noted in modernizing, air conditioning, store fronts, and general upgrading of existing stores; also tremendous commercial building activity in thousands of new shopping centers.

Industry on the Move

Industrial decentralization is being forced by the shift of city dwellers to suburban and country homes. As people move farther out from congested centers, industry is compelled to relocate for the convenience of its labor supply.

The workers' demand for a modern, roomy, light, working environment, readily accessible to his residence, is speeding decentralization.

BBMR estimates that by 1975 half a trillion dollars must be invested in new industrial plants and equipment.

Details in July PB

Details of this non-residential construction opportunity for builders are spelled out in *Practical Builder's* July issue. Covering 25 full pages, the majority in full color, the article illustrates commercial, industrial, institutional and recreational buildings of many types and provides readers with design and specification details on each.

BBMR predicts that the construction industry will account for one-sixth of our gross national product total for 1960. This means a $76 billion construction market, of which $43.8 billion is light construction, divided as follows: $20.7 billion for new residential building, $15.1 billion for residential and non-residential remodeling, alteration, and modernization, and $8 billion for various types of non-residential light construction.

Still Need Homes

While other demands are up, there is no let-down in the need for new homes to shelter the nation's families, growing daily in size and number. At present, however, private construction on a dollar adjusted base is still only about 75% as high as the 1926 peak.

BBMR researchers tell us not to worry about an inflated housing market, because a comparison of annual disposable income shows that people are not "going overboard" for new homes.

In 1929 we spent 13.3% of our income for housing; in 1939, 12.3%; in 1949, 9.6% and in 1959, 10.2%.

This means that while we are dealing with a much bigger market and more people with money, the housing industry still has a long way to go before it can equal the share of the consumer's dollar it got in 1929. With all the talk about our high living standards, few seem to realize that we have been spending less (proportionately) for housing – not more.

Space Age Figures

Despite the gigantic need for building products in non-residential building and remodeling, alteration and repair, the 45% of the total light construction market represented by new home building annually requires:

13,000,000,000 feet of lumber
18,200,000 doors
239,200,000 yards of concrete
26,000,000 windows
5,200,000 kitchen appliances
9,100,000 plumbing fixtures
1,560,000,000 sq. ft. of flooring
65,000,000 light outlets
23,400,000 squares of roofing
7,488,000,000 sq. ft. of sheet rock
or 832,000,000 yards of plaster.

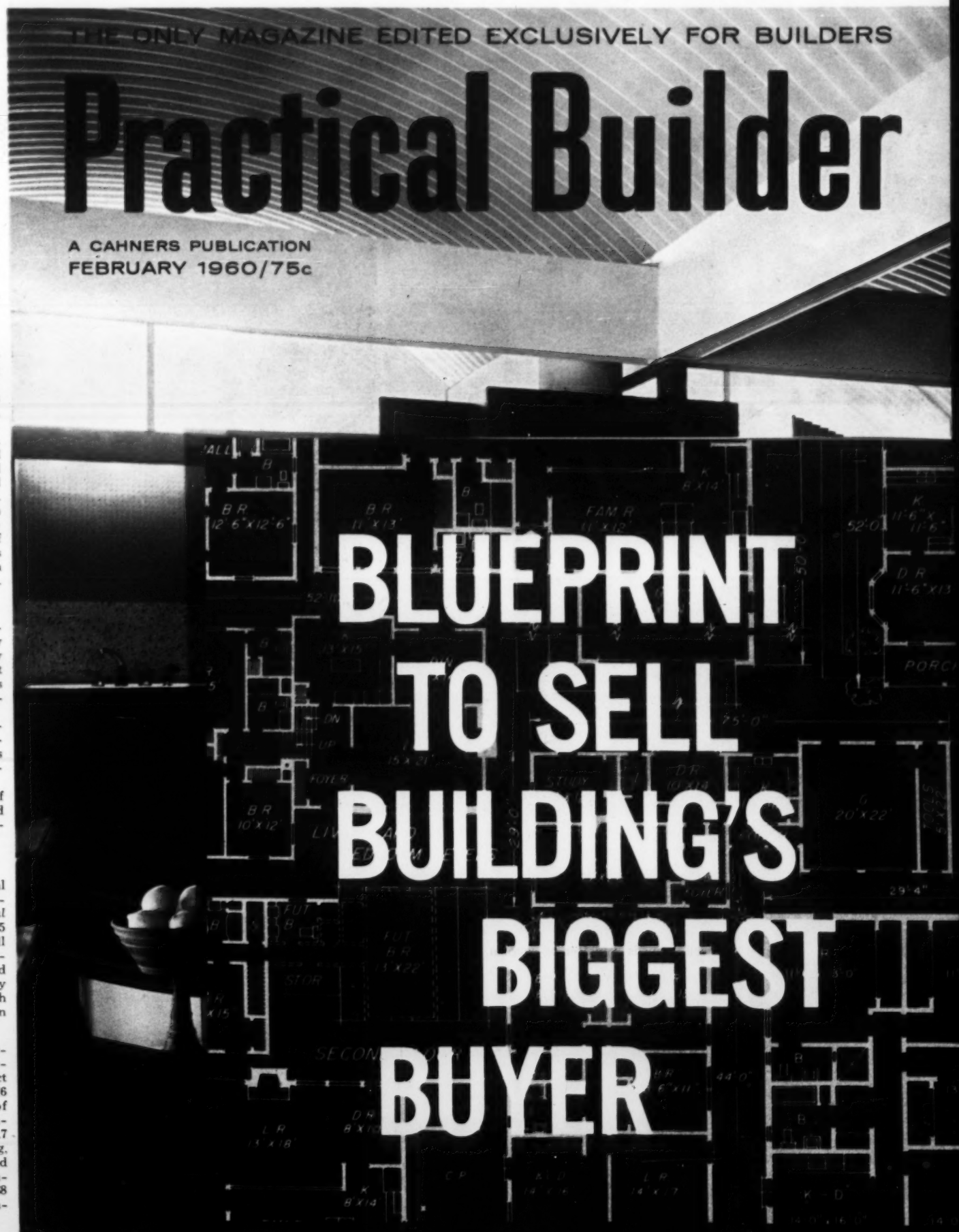
Industry Solving Problems

Although the law of supply and demand should be sufficient to guarantee 15 years of prosperity for light construction industry, other laws may be necessary to keep the boom going.

Government leaders promise that emergency legislation is on its way to ease the tight money situation, that other measures will be enacted to provide long range solutions.

Meanwhile, the light construction industry is finding its own answers to the problems of expensive money and scarcity of suitable land for building purposes.

Practical Builder's "Red Letter" reports are available without charge to building product manufacturers and builders on request to Practical Builder, 5 South Wabash Avenue, Chicago 3, Ill.


THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS
Practical Builder
A CAHNERS PUBLICATION
FEBRUARY 1960/75c
BLUEPRINT TO SELL BUILDING'S BIGGEST BUYER

Advertisement

Big Population Increase Booms Demand for Building Products

With the nation recording its biggest population increase of all time, 1960 marks the count-down on the launching of a 15-year boom in light construction to meet the living needs of a growing America.

Included is all "light" commercial, industrial, farm and similar non-residential building; professionally-done remodeling and modernization of both residential and non-residential buildings; and new home building. This activity is grouped under the "Light Construction" banner, however, because the same building products, materials, techniques, tools, equipment and labor are used in all of these construction areas.

This fact is reaffirmed in the figures compiled by the Bureau of Building Marketing Research, an affiliate of *Practical Builder*.

Statistically, a boom must result from existing demands, such as:

A new school room needed every five minutes – 24 hours a day – just to "catch up" and meet the anticipated demand for the next five years . . .

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Practical Builder's "Red Letter" reports are available without charge to building product manufacturers and builders on request to Practical Builder, 5 South Wabash Avenue, Chicago 3, Ill.

In the total light construction market...

IN THE LIGHT CONSTRUCTION MARKET...

1. Your NEW HOME BUILDING sales target is $20.7 billion.*
2. Your LIGHT NON-RESIDENTIAL BUILDING sales target is $8 billion.*
3. Your PROFESSIONAL REMODELING and MAINTENANCE sales target is $15.1 billion.*

*Production figures from the Bureau of Building Marketing Research

the builder is the most important buying force!

All selling blueprints identify the builder as the man who specifies and buys all the building products, materials, tools and equipment used in

- all new homes built for sale
- most new homes built on contract
- all professional residential remodeling and modernization
- most professional non-residential remodeling and modernization
- most farm, commercial and other "light" non-residential building

This is your total sales target . . . the entire Light Construction Market, made up of builders who build all over America . . . wherever people live, move to or move from . . . local builders who employ local labor, buy locally . . . builders who read and believe in PRACTICAL BUILDER.

PRACTICAL BUILDER surrounds your sales message with authoritative editorial coverage enthusiastically served up to the [redacted] builders of every 10 dwelling units, who do over 80% of all of the industry's professional remodeling and modernization, who do 70%+ of all new light construction. PB is the Plus Book. Its colorful, dynamic, authentic and practical pages give builders what they want and need . . . give you the greatest readership where it counts (and, at the lowest cost!). Why settle for less?

PRACTICAL BUILDER

A Gentry Publication . . . 5 South Wabash Avenue, Chicago 3, Illinois

"Ad Age is a most reliable source..."

says **JAMES W. ORR**
Manager, Advertising and Merchandising
Studebaker-Packard Corporation

MR. ORR brought a decade of automotive marketing experience with him when he joined the Studebaker-Packard Corp. in 1956. He launched his career in that field (after World War II service in the Air Corps) as sales manager for a car dealership in Davenport, Iowa. This was followed by a two-year association with Nash Motors (service traveler; district manager), and another crack at retail merchandising—this time as sales manager for one of the country's largest auto dealerships. In 1951, he returned to Nash as sales promotion manager of the Chicago zone. Mr. Orr's first position for Studebaker-Packard also was as sales promotion manager, but in less than a year (January, 1957) his duties were broadened to include advertising and he assumed his present title. As manager of the advertising and merchandising department, he is responsible for those activities for the company's Lark and Hawk cars, as well as for the S-P Champ truck line.

"Advertising Age is vital for anyone charged with responsibilities in advertising and sales promotion. Its factual, forthright coverage of advertising news, along with its stimulating features and editorials, make it a most reliable source for keeping abreast of developments in this fast-moving field. In today's highly competitive market—especially—I find Ad Age absolute 'must' reading every week."

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP

1 Year (52 issues) $3

Giantview TV, Tapes Unlimited Join Operations

NEW YORK, July 27—Giantview General Television Network, Detroit and New York closed circuit and tv tape producer and equipment manufacturer, has merged with Tapes Unlimited Inc., an independent tv tape producer, Stanley R. Akers, Giantview president, has announced.

The merged company will have video tape studios at 1280 Fifth Ave., which was the old CBS Studio 57, as well as studios in Detroit. It will operate mobile tape units, originate closed circuit telecasts, and manufacture and lease tv projection equipment.

■ The former principals of Tapes Unlimited, Nat B. Eisenberg and Victor J. Kemper, will be exec vp and engineering operations vp, respectively, of a new subsidiary, Giantview General Television Network of New York. Richard L. Colton, formerly eastern manager for Giantview, will be a vp of the New York subsidiary, whose offices wil be at 1280 Fifth Ave.

Messrs. Eisenberg and Kemper originally teamed up to manage the tape division of Screen Gems. When this company dropped out of the tape field in May, they formed Tapes Unlimited.

■ Giantview started as an electronic equipment maker in 1957 and later moved into closed circuit tv and into the tape field. Already booked for August shooting in the company's studio here are two 15-minute shows for the Democratic Party and commercials for four package goods advertisers. #

Kal Kan Kidney Bows

Kal Kan Foods, Los Angeles, will introduce Kal Kan Kidney, a new pet food primarily for cats, in Northern California, beginning Sept. 8. For the introduction, a total of 50 daily and weekly newspapers and shopping publications will carry 1,000-line two-color ads, and 600-line b&w insertions. The campaign will be extended to Southern California, Arizona, Colorado, Washington, Oregon and Hawaii at a later date. Fuller & Smith & Ross, Los Angeles, is the agency.

ALD Sets Radio Campaign

ALD Inc., Chicago, distributor of Westinghouse Laundromat equipment, will begin a continuing series of radio spots Aug. 1, using 843 stations in 593 cities. NBC, ABC and Mutual radio networks will be used, plus independent stations. ALD is also supplying radio transcriptions and tie-in material to Laundromat operators for local use. Herbert Baker Advertising, Chicago, is the agency.

M-E Productions Names VPs

Harold Graham Jr. and Thomas F. Greenhow have been appointed vps of M-E Productions, the tv-radio division of McCann-Erickson. Mr. Graham is manager of client planning in the New York office, and Mr. Greenhow is manager of program services in Los Angeles.

Gourfain-Loeff Adds One

South Bend Tackle Co., Chicago, manufacturer of fishing equipment, has named Gourfain-Loeff, Chicago, as its agency. Lester Earle Inc., Chicago, is the former agency of record.

NYC Youth Board Schedules Educational Push for Parents

The New York City Youth Board has launched an educational ad campaign geared for parents. The slogan will be: "J.D. is a homemade product. Juvenile delinquency can be stopped . . . at home." Media will be three and six-sheet posters, clock transparencies, car cards and bus exterior displays. The board says it is the first city agency to use a campaign of such broad scope.

In ceremonies launching the campaign, Mayor Robert F. Wagner presented citations to cooperating companies, including Grey Advertising, volunteer agency for the campaign; Criterion Advertising; New York Gravure Corp.; New York Subways Advertising Co.; James H. Driscoll Advertising Co.; L. E. McGivena & Co.; Self Winding Clock Co.; Hudson Tubes Advertising Corp., Transportation Displays, New York City Transit Authority and Disosway & Fisher.

Rosmarin Joins Jack Packard

Steve Rosmarin has joined Jack Packard Co., Glendale, Cal., as an account executive. He formerly was an account executive with Willis & DeSantis Advertising, Glendale.

Publisher Buys Building

Management Magazines Inc., Greenwich, Conn., has bought the Harrison Bldg., where it has been headquartered since 1956. The premises will be renamed Publishers' Bldg.

FOR JET AGE "SMALL-FRY PILOTS"
Great two-for-the-price-of-one promotional items. Dayglo colors. Your sales message can be imprinted.
9½" Turbo-Prop spins — 4½" Turbo-Putt-Putt sounds like a motor. Fits all bikes & trikes.
Write for sample set and quantity prices, enclosing 50¢ handling-postage cost.

R-W CORP., WOODLAND HILLS, CALIFORNIA

*FIRST in America in Department Store ADVERTISING**

6TH *in America in total Advertising*

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

**Source; Media Records*

MY HOW YOU'VE GROWN!

That's what they're all saying about Eugene — and they're so right! Now more than 70,000 in the Eugene-Springfield city zones — one of the nation's newest standard metropolitan markets. Far-and-away Oregon's 2nd market and the Northwest's 5th — and still growing. You won't find anything that keeps up with Eugene like the Register-Guard, reaching 94% in the city zone.

Eugene Register-Guard

Represented nationally by Sawyer-Ferguson-Walker Co.

Rondo Uses National Ads

Rondo Records, New York, will use national advertising for the first time this fall. The company will run quarter and half pages in *Billboard, Cashbox, Hi-Fi & Stereo Review, High Fidelity, Music Reporter, Music Vendor, Playboy,* and *Schwann's Catalog.* Rondo also will continue its co-op newspaper advertising in about 30 papers. Rondo has not selected an agency to handle its national campaign.

'Detroit News' Names Albert

The *News*, Detroit, has named Jacob Albert, formerly director of public relations and research, executive assistant to D. Roy Merrill, exec vp. Robert E. Reese, formerly assistant director of public relations, will succeed Mr. Albert.

PAPER SELL—*Cartoons and short copy are being used to sell Atlantic bond papers in a campaign of six full-page ads in six office and business publications by the eastern fine paper and pulp division of Standard Packaging Corp., New York. Smith, Hagel & Knudsen is the agency.*

WORLD'S LARGEST JET FLEET

Of Boeing 707 Intercontinental Jets and Caravelle Jets!

WORLD'S LARGEST AIRLINE

Connecting 216 Cities, 76 Countries and 5 Continents

17 BOEING INTERCONTINENTALS...24 CARAVELLES. World's largest fleet of these two superb jets. They're the fastest long-range and fastest medium-range jets in the skies today. And all 41 will be in service by the end of 1960.

These are not just ordinary jets. Air France Intercontinentals and Caravelles are the most thoroughly tested jetliners ever used in commercial aviation. They're the kind of jets you'd expect to find on Air France.

Air France has been flying jets since 1953. That means seven long years of priceless experience for pilots... ground crews... technicians. In fact, every Air France pilot that flies the Atlantic has more than 10,000 hours of experience. And even these veterans, under Air France's precise standards, take refresher courses every 3 months; must pass stiff flight exams every 6 months. Important facts to remember when you fly the world's largest airline on your next trip abroad.

AIR FRANCE JET

WORLD'S LARGEST AIRLINE/WORLD'S MOST PERSONAL SERVICE

Ad Complaints from Food Brokers May Be Solved in Survey

WASHINGTON, July 26—More than half of the members of the National Food Brokers Assn. have "spoken their minds" in a study of food industry advertising and promotion practices. The data is being prepared for exhaustive breakdown and analysis in the research department of Ketchum, MacLeod & Grove, Washington, and results will be announced during the fall and winter.

The questionnaire asked for facts and opinions primarily on agency practices, with emphasis on such problems as localization of advertising and in-store promotions; usefulness of display materials and lead-time on promotions.

The NFBA hopes the survey will get "to the root of the complaints [by food brokers] and provide solutions for problems which have been troublesome for agencies, for brokers and for advertisers as well." #

Harrington, Righter Adds 3

Harrington, Righter & Parsons, New York, tv station representative, has added three men to its sales staff. They are, in New York, Jay Walters, previously with Dancer-Fitzgerald-Sample; in Chicago, Dick Gardner, formerly with Weed Television Corp.; and in Detroit, Ken Brown, previously a regional advertising manager with Household Finance Corp. Bill Snyder has been transferred from Detroit to New York, and Briggs Palmer from Chicago to New York.

Fredericks Named Ad Manager

Kenneth G. Fredericks, formerly of *Bride & Home*, New York sales staff, has been appointed ad manager of the magazine. He replaces Albert S. Traina, who last month became publisher, succeeding Robert Brown, now with *Cosmopolitan.*

TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.

To qualify to display. Write 15 E St. NW Wash. 1, D.C.

Triumphs of an advertising decision maker

"SPACE MAN" EARNS HALO FOR GOOD JUDGEMENT

This media man's head is in the clouds because he discovered that advertising in Hearst Special Interest Magazines produces sales at lower cost. Sales are higher because readers are pre-sold on what the advertiser has to offer. And costs are lower because the advertiser must pay for no unwanted and disinterested audience—every reader is a prospect.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

Jordan Names Davies, Rubins

A. O. Davies, formerly account service manager, has been appointed account executive of Jordan, Sieber & Corbett, Chicago. At the same time Phillip M. Rubins has joined the agency in its copy department. Mr. Rubins, who most recently had been doing free lance work, was formerly with M. L. Samson Co., Chicago.

Buchen Names Blatchley

Buchen Co., Chicago, has expanded its creative department with the addition of a third creative supervisor, Alin Blatchley. Mr. Blatchley formerly was vp and creative supervisor of Kenyon & Eckhardt, Chicago.

YEAR OF THE CROW—*National Distillers, New York, will use this special ad in newspapers and magazines in August as part of its 125th anniversary promotion for Old Crow. Ad shows how famous drinkers of Old Crow were making news in 1835. Lawrence Fertig & Co. is the agency.*

Ziv-United Artists Shifts Six Execs in Sales Reorganization

NEW YORK, July 26—As part of a major personnel reorganization effort at Ziv-United Artists, Edward J. Broman has been named to the new post of vp in charge of the Chicago office.

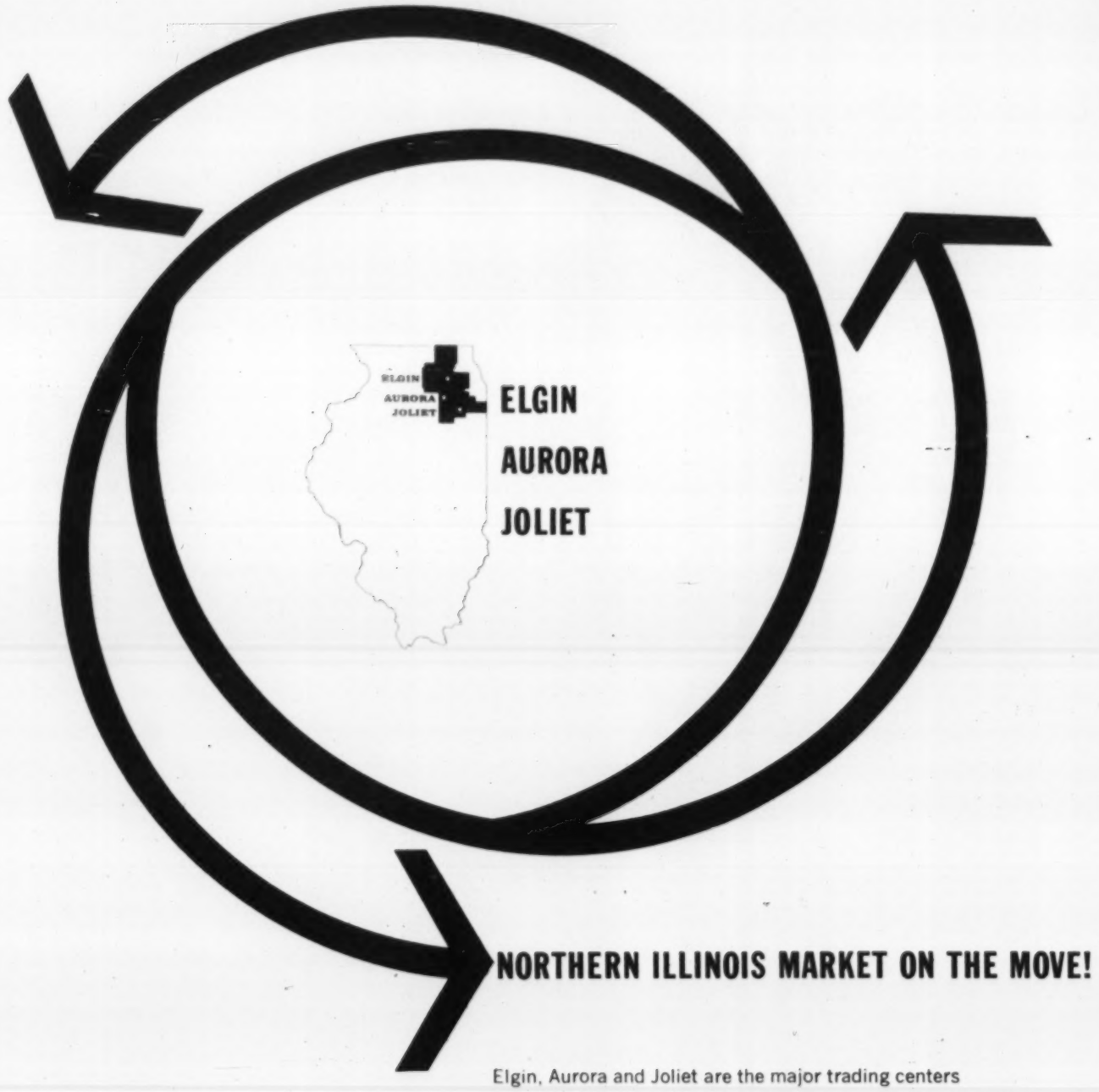
Mr. Broman previously was vp in charge of regional sales in the tv film producer and syndicator's Chicago office. In his new position as senior executive officer in the Midwest, his responsibilities will encompass all of the selling operations in that area, including network, regional, syndication and local sales.

Appointments in the national sales department in New York include that of Ray McGuire to head the regional sales division and Don Brogdon as syndication sales manager. Mr. McGuire formerly was manager of the north central division, and Mr. Brogdon headed the south central division. Succeeding Mr. Brogdon as south central sales manager is Jack Puter, previously spot sales manager.

■ At the same time, Ziv-United Artists' north central division has been divided into two separate units, the north central division, with headquarters in Chicago, and the mid-central division, based in Cincinnati. Robert Reis, previously an account executive and spot sales manager in the syndication department, will head the new north central division. In charge of the mid-central unit is Mike Kievman, who had been spot sales manager in the old north central division. #

Gulden Mustard to Hoyt

Charles Gulden Inc., Saddle Brook, N. J., has appointed Charles W. Hoyt Co., New York, to handle advertising and promotion for Gulden's mustard, effective Oct. 10. The present agency is Gardner Advertising Co.



NORTHERN ILLINOIS MARKET ON THE MOVE!

Elgin, Aurora and Joliet are the major trading centers for the largest Illinois market outside Cook County and the fastest-growing market in the midwest.

Retail sales for the seven-county "Market on the Move" totaled an estimated 950 million dollars last year.

Three Copley newspapers sell this spectacular growth area: **Elgin Courier-News, Aurora Beacon-News, Joliet Herald-News.**

Buy all three and save 9½ cents a line!

ELGIN COURIER-NEWS
AURORA BEACON-NEWS
JOLIET HERALD-NEWS

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Northern Illinois - Springfield, Illinois - San Diego, California - and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Attention Admen!

fit type

IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

Money-back guarantee!

HABERULE

Box AA 245, Wilton, Conn.

★ Each page of this 4-page, 2-color GE insert topped all other switchgear ads in its issue — and it got action! Buyer, Purchasing & Stores: "These ads keep us aware of what is new. They are now able to ship (these breakers) on notice. We used to have to wait for orders. I made a mental note and discussed." Sub-station Operator, Generation: "— smaller than what we use (but) if you need a low-voltage switch, GE has them. I discussed it and made a mental note." Manager, Top Management: "GE has this product, a spring-load, low-voltage breaker (that) can be operated manually or electrically. I made a mental note and filed the ad. We keep the magazines."

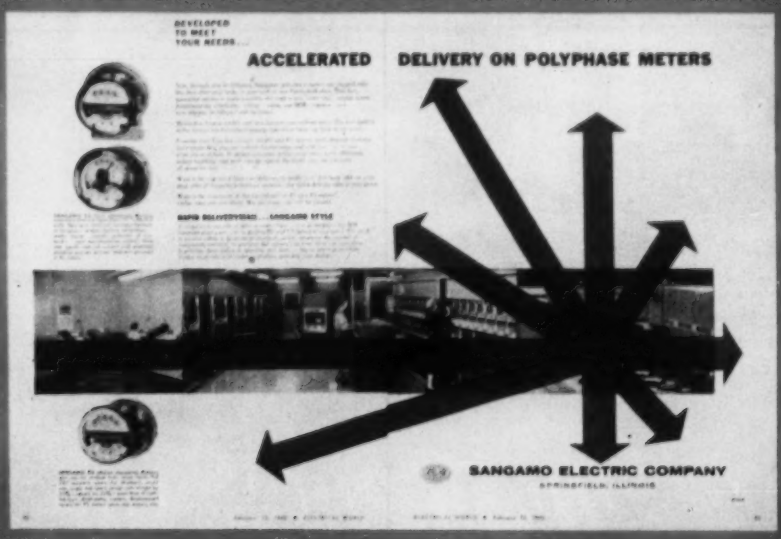
Manually Operated or
You'll Be Safer With STORED ENERGY Because...
Stored Energy in All These Breakers Means Better Protection at Lower Cost
GENERAL ELECTRIC

from THIS... to THIS... or THIS!
New Developments Continue L-M Leadership in Underground Distribution Equipment
LINE MATERIAL Industries
Underground Distribution Headquarters

★ This Line Material 2-color page found hot prospects everywhere. Asst. Purchasing Agent: "I sent for information and the factory brought a model out to show us." Technical Asst. to Vice President: "(This ad) gave me ideas on where and how it might fit into commercial sales, and I filed it. I have use for it as a suggestion to customers." Asst. to President: "I called the representative and he called on us." Operating Superintendent, Transmission & Distribution: "We think this is the answer to our load growth problems. I discussed it and plan to call the representative." Buyer, Purchasing & Stores: "We think this is a good idea and have considered them . . . I called the representative and discussed it."

★ This Ohio Brass page scored highest among all transmission and distribution equipment ads in its issue—and it rang the bell in reader response, according to these prospects. General Superintendent, Transmission & Distribution Operations: "(The ad) allowed me to review what is known about the O-B arrester. I called the representative, and when he comes in I will ask for engineering tests." Buyer, Purchasing & Stores: "I made a mental note of it, discussed it, and referred it to someone." Transmission Design Engineer: "I was told to read this, and I referred it to someone."

★ This striking red and black ad got across fast with its message of prompt delivery of Sangamo meters. Engineer, Transmission & Distribution Operations: "A better design that operates better under diversified loads. We feel it could be adapted to our system. I discussed it and referred it to someone." Division Meter Engineer: "I stopped to read the ad because this is my job. I made a mental note." Meter Superintendent: "Meters are my line. I look for these ads above everything else. I knew about these meters, but it was interesting to me to read the text . . . tells of a standardized meter and the fast delivery they can give us on this product. It would reduce costs by reducing the number of types and sizes in stock. The rapid service they offer can be a very helpful and money-saving factor."



How ads start sales:

Reader verbatim comments from Mills Shepard "Penetration" studies of the Jan. 18 and 25, and Feb. 15 issues of Electrical World show sales action in the making.

Verbatim reader comments from Mills Shepard "penetration" studies show that an average of one out of every five readers interviewed *take some action* after reading an ad. The above are samples.

Note that some of these readers referred the ad to an associate, and some filed it. Some made a mental note, some discussed it, some called in a representative. And some even ordered the product. But most important, all did *something* that could make a sale a little easier for one of your men in the field.

And that, after all, is the purpose of businesspaper advertising — to inform, interest, and motivate the reader to action which can shorten the distance to the sale. The verbatims above are proof that this *can* be done — *is* being done consistently by companies that know the simple trick: Set forth the strongest sales argument you can muster, back it with facts, and publicize it in the most effective, economical medium you can hire.

That means Electrical World.

The electrical industry's weekly magazine

Electrical World 1st

Covers the electric power industry completely

in service to advertisers
service to the industry
reader preference
utility circulation
total circulation
advertiser acceptance

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

Sell the entire Greater St. Louis market through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan (Carbondale, Herrin, Murphysboro)

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.

MAN'S CHOICE—*Three-dimensional painted bulletins are being used in the Minneapolis area to promote Gluek's beer. Five of these bulletins are being rotated in 50 different locations. The "A Man's Choice" theme is carried out on tv spots in the area. John W. Forney Inc., Minneapolis, is the agency.*

Don Lewis Joins Leslie

Don Lewis, formerly with the client service department of Henderson Advertising Agency, has joined Leslie Advertising Agency, Greenville, S.C., as an account executive.

SKF Says Drug Share of Market Divided Among Many Makers

PHILADELPHIA, July 26—In 1955, when there were three drug companies making tranquilizers, Smith, Kline & French Laboratories enjoyed a 66% share of this market with its drug, Thorazine.

Last year, when there were 19 companies producing 27 different tranquilizers, Thorazine's share-of-market slipped to 10% and SKF's to 16%.

SKF, a leading pharmaceutical producer, makes this point in the latest of a series of "position papers" on questions raised by the U.S. Senate hearing on the drug industry.

■ SKF's "position papers," defending drug industry practices, are being sent to some 17,000 persons—among them, feature editors, editorial writers and stockholders.

Thorazine is SKF's brand of cholopromazine, one of the original tranquilizers. SKF has exclusive patent rights to cholopromazine in this country and the company cited its experience in the tranquilizer prescription market to demonstrate that this patent arrangement has not resulted in a monopoly market situation.

■ In another broadside, SKF has pointed out that whereas 16 drug companies have 66% of the market, in the automobile industry two companies have this slice of the market, similarly in the aluminum industry two producers have 66% or more of the market, and in the steel industry six companies have this big share of the market.

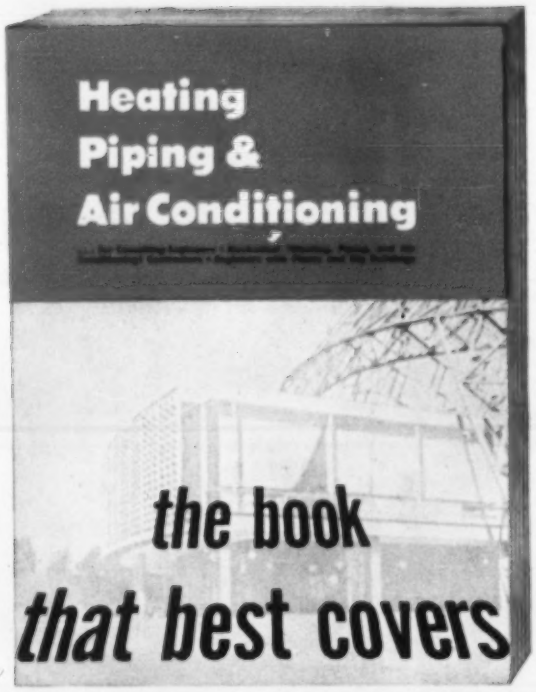
In another paper, SKF compared drug prices around the world, relating them to average hourly wages. This showed that whereas in the U.S. it took two hours and 18 minutes of work to buy 50 tablets of cholopromazine, it took three hours and 18 minutes in Germany, four hours and 18 minutes in Canada, four hours and 46 minutes in Italy and seven hours and 38 minutes in Japan. ≡

Purex Buys Hour Specs

Purex Corp., South Gate, Cal., has signed for seven daytime woman's-angle programs, five nighttime "Project 20" shows and dramas on NBC for the 1960-'61 season. Edward H. Weiss & Co., Chicago, is the agency.

Campbell-Ewald Moves in L.A.

Campbell-Ewald Co. has moved its Los Angeles office to larger quarters at 1717 N. Highland Ave., Hollywood.



the book *that best covers*

those who specify and buy in just the industrial-large building field

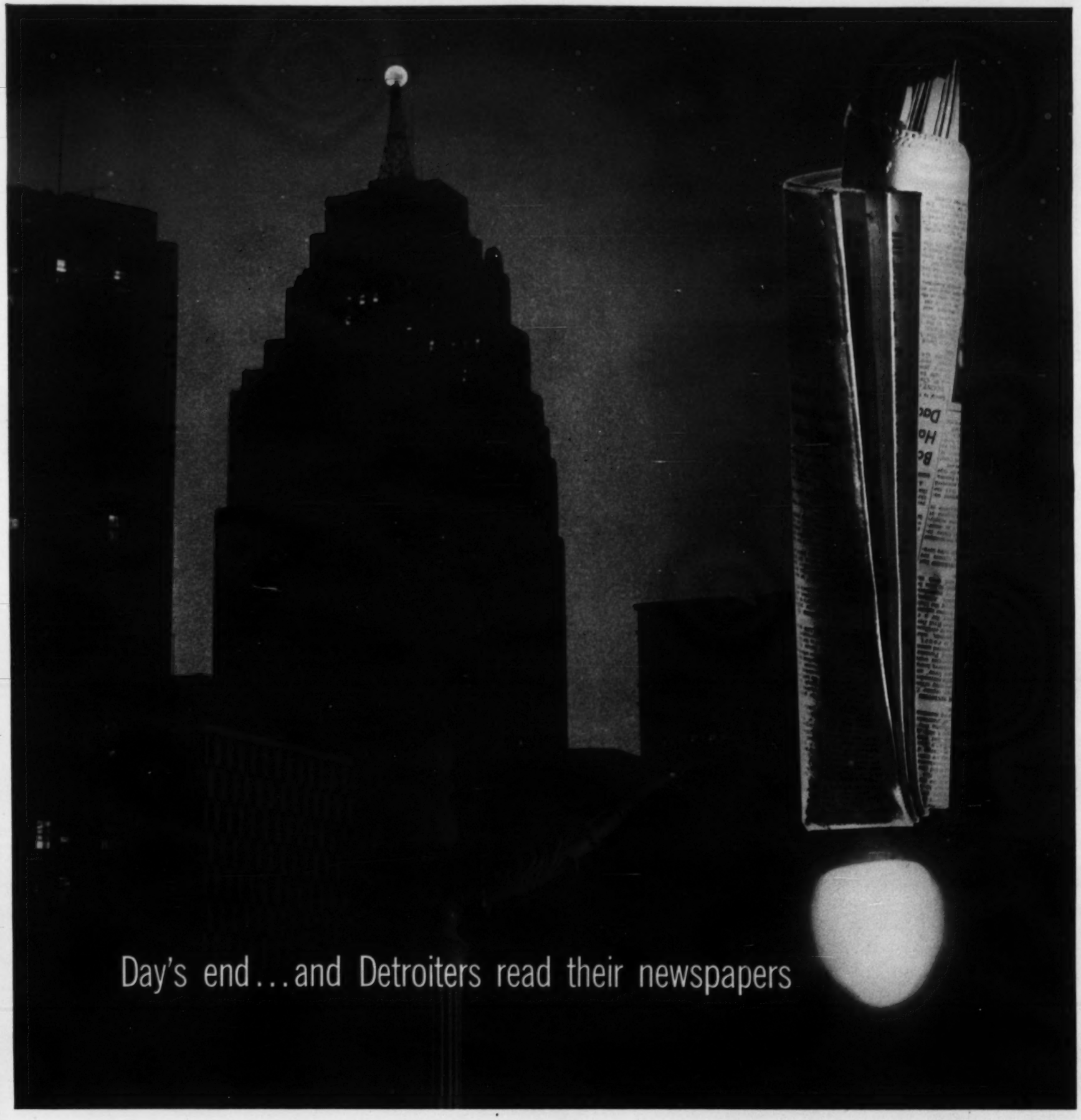
Why pay for what you don't need? HEATING, PIPING & AIR CONDITIONING confines itself to the services for which it is named as related specifically to the industrial-large building market.

As a result, its appeal is to each of the purchase-control factors . . . the consulting mechanical engineers, the mechanical contractors, and the engineers with plants and big buildings. **Don't leave important bases untouched.**

Concentrate in HPAC. Capitalize on the fully paid, voluntary circulation it gives you of the decision-makers . . . those who specify and those who buy . . . in your market. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2, Illinois.

ABP ABC

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

*Detroit News 5th Quinquennial Survey

TESTING one-six-two

Pepperidge Farm selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Pepperidge Farm is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

* Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Silton McClure Curtis Voss

AGENCY NETWORK OFFICERS—*Barney McClure of Evans, McClure & Associates, San Francisco, is the new president of the First Advertising Agency Group. Philip Voss of Woodard, Voss & Hevenor, Albany, is vp and Gene Curtis of Curtis, Sarver & Witzerman, Long Beach, Cal., is executive secretary. Jason Silton of Silton Bros., Callaway Inc., Boston, is immediate past president.*

Left to right: Leonard P. Faupel, Advertising Director of Ballantine; Edmund F. Higgins, President of Philadelphia Yellow Cabs and Joseph C. Scott of Scott & Grauer, Philadelphia distributors for Ballantine beer and ale.

Ballantine Beer kicks off Taxiposter Advertising on Yellow Cabs in Philadelphia with — WILLIAM E. WHALEY COMPANY

• THE ORIGINATOR
• THE DEVELOPER
• THE LARGEST OPERATOR OF TAXIPOSTER ADVERTISING

FOR TAXIPOSTER INFORMATION WRITE — WILLIAM E. WHALEY COMPANY — 307 W. BROADWAY, LOUISVILLE, KY.

ON OVER 10,000 CABS — 150 CITIES — FROM COAST TO COAST

Central Charge Companies Suppress Competitors: Justice

WASHINGTON, July 26—The Justice Department charged last week that central charge services in Washington and Baltimore use illegal exclusive dealing contracts in their arrangements with local retailers.

The civil complaints said Central Charge Service, Washington, and Charge-It, Baltimore, require the affiliated retailer to "finance all his sales of merchandise and service exclusively through the credit operators." The government contended the arrangement suppresses competition by preventing competitors from dealing with the retailers.

In operating their central credit service plans, the two companies buy up consumer accounts from retail merchants at specified discounts, then take on responsibility for collecting from the customers.

Rieders, Parisi Join Direct Mail Ad Assn.

Warren Rieders and George J. Parisi have joined the Direct Mail Advertising Assn., New York, as staff assistants. Mr. Rieders formerly was public relations and sales director in the New York office of Post-Rite division of Reynolds & Reynolds. Mr. Parisi was executive assistant and operations analyst, American Gas Assn., New York.

They replace Herbert J. Rohrbach Jr., who resigned. Mr. Rohrbach was assistant to the president, Robert F. DeLay. Mr. Rieders will handle the DMAA's continuing workshop program, the association's contest details and convention exhibits. Mr. Parisi will handle membership and membership service activities.

Mayer to Motorola Aviation

Fredric T. Mayer, formerly manager of sales promotion and public relations of the electronic systems and equipment section of Nortronics division of Northrop Corp., has been named director of public relations and advertising of Motorola Aviation Electronics, Santa Monica, Cal.

We wash it...

but it doesn't shrink

This year our circulation is larger than ever—over 1,400,000 paid subscriptions. It could be larger still, only we "wash out" the deadwood.

This cleaning is automatic. Subscriptions are only sold to and accepted from people who meet the circulation specifications set by each publication. Subscriptions from people we believe would not benefit from the editorial and advertising content of the magazine are declined. Last year we discouraged more than 22,000.

Expiration and renewal procedures established by the Audit Bureau of Circulations are a built-in device that continually purges the list. There's even an unconditional, money-back guarantee to catch any unhappy subscribers before expiration.

And still our circulation grows. Why? We believe the big reason is our editorial philosophy. When you want busy men to spend time and money on a magazine, you must deliver more business news, useful facts, deeper interpretation.

This kind of editorial content attracts the kind of readers that count with advertisers . . . the kind that want a magazine enough to pay for it.

That's the only kind we have.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INCORPORATED
330 WEST 42nd ST., N. Y. 36, N. Y.

Selected and bought by men in industry who want the best in editorial service.

Ad Spending in Int'l Magazines Up 20% in 1st Half

Total Near $15,000,000; Ad Pages Increased by 10%, Reaching 11,467

NEW YORK, July 27—Some 2,500 international advertisers spent a total of $14,914,000 in international magazines during the first half of 1960, according to figures released this week by Rome Research.

This was a gain of 20% over the $12,395,000 spent by these advertisers during the comparable 1959 period.

In terms of pages, the gain was only 10%. The 50 magazines checked by Rome Research carried 11,467 pages from international advertisers, compared with 10,389 in the first six months of 1959.

Rate increases accounted for the much larger dollar volume increase.

Rome measures the advertising placed in internationally-circulating publications as well as the international campaigns run in leading national magazines around the world.

■ Heading the list once again is Britain's Shell Petroleum Co., with a first-half expenditure of $387,424, well ahead of the $263,411 spent by Ford Motor Co. of the U.S. Ford's British company had an expenditure of $121,328, and its German subsidiary spent $108,131.

The vast majority of advertisers increased their expenditures this year—many of them substantially.

Hoover Ltd., British subsidiary of Hoover Co., embarked on an international campaign this year and ranked as the seventh largest advertiser in the first half, with an expenditure of $147,636. Similarly, Farbwerke Hoechst, German chemical producer, put $79,325 into its initial international campaign.

Of the top 10 advertisers, six were American, three British and one Italian. Two Japanese companies made the Top 50 list, and one of them—Tokyo Shibaura Electric Co.—ranked as the 14th largest.

The top 50 advertisers spent $5,900,000, accounting for 40% of the total volume.

■ In terms of product categories, the largest classification was industrial machinery and allied equipment, which accounted for 14% of the total expenditure, followed by travel, with 10% of the total; passenger cars, with 9% of the total; and beer, wine and liquor, with 6%.

50 Leading Advertisers in International Magazines

Rome Reports—1st Half, 1960

	1960	1959
1. Shell Petroleum	$387,424	$355,247
2. Ford Motor	263,411	188,817
3. Pan American World Airways	238,429	211,546
4. Chrysler Int'l	216,035	133,772
5. Douglas Aircraft	192,810	152,418
6. Martini & Rossi	158,837	123,343
7. Hoover Ltd.	147,636	———
8. British Overseas Airways	144,609	36,637
9. Eastman Kodak	140,285	81,887
10. Champion Spark Plug	138,899	148,661
11. Coca-Cola Export Corp.	132,665	125,709
12. Monsanto Chemical	131,481	127,056
13. Int'l General Electric	128,721	113,860
14. Tokyo Shibaura Electric Co.	127,009	43,700
15. Air France	123,015	83,562
16. Outboard Marine Int'l	121,572	110,218
17. Ford Motor Co. Ltd.	121,328	81,870
18. International Harvester	116,182	82,499
19. General Dynamics	114,901	48,905
20. Goodyear Int'l	114,251	97,389

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

How a simple but powerful idea built a great American business

And how another powerful idea helps to increase this leading food company's success

Twenty-four years apart, two men in widely different fields went into business with similar ideas. What they did—and how it applies today—may suggest a way to increase your own sales and profits.

In 1898, Dr. John T. Dorrance gave America a great new convenience: canned condensed soup. It saved people money because it cost less to ship and handle. It enabled housewives to produce quickly and easily a tasteful, nutritious dish.

Now Dr. Dorrance's idea has grown into one of America's most successful companies, the Campbell Soup Company, with sales of a half-billion dollars a year.

In 1922, DeWitt Wallace started a magazine that condensed the best reading from everywhere into a convenient-sized publication. Today, Reader's Digest is the world's most widely read magazine—with 12,000,000 copies bought monthly in the U.S., 21,000,000 bought throughout the free world.

WHAT HELPED BOTH TO SUCCEED? In both cases *people received new convenience—savings of money or time*—with *high quality* at a *reasonable price.*

Shortly after Reader's Digest opened its pages to U.S. business, Campbell Soup realized the great interest such a magazine's readers would have in its own products. Clearly, Digest buyers are interested in convenience, quality and economy in both time and money. What better place to advertise products with such benefits?

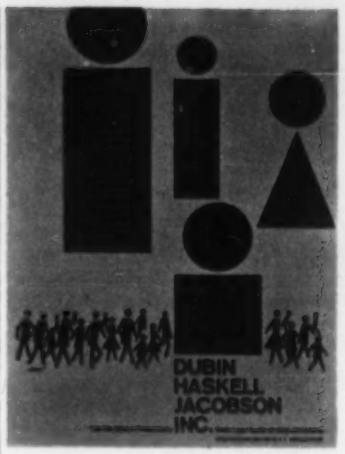
"Campbell's Soups and Reader's Digest have a great deal in common," says John A. McGlinn, Jr., vice-president—marketing of the soup company. "We know . . . that 'good things begin to happen when folks have Campbell's Soups' and we also know, as the Digest says, that 'people benefit from the rich rewards of good reading.' Each benefit in its own way makes an important contribution to the welfare of everyone.

"Through Reader's Digest we reach millions of people likely to buy Campbell products. The Digest's lasting life and its editorial nature encourage readers to return to it many

21. George Ballantine & Sons	114,105	96,138	29. Hitachi Ltd.	97,115	50,676	38. Vickers Armstrong Ltd.	87,216	19,335	46. Joseph Lucas Ltd.	74,745	52,325
22. William Grant & Sons	110,803	74,187	30. Firestone Int'l	95,745	115,364	39. Austin Motor	79,680	70,830	47. California Texas Oil Co.	72,060	73,686
23. Ford Werke AG	108,131	47,641	31. IBM World Trade Corp.	95,189	113,063	40. Farbwerke Hoechst	79,325	———	48. Pepsi-Cola	70,713	109,948
24. Remington Rand Int'l	107,083	46,820	32. Alitalia	94,544	46,324	41. Mobil Oil	78,789	95,246	49. Timken Roller Bearings	66,851	56,554
25. Daimler-Benz	104,659	131,402	33. Minnesota Mining & Mfg.	90,885	122,589	42. Boeing Aircraft	78,476	60,067	50. Philips-Eindhoven	66,154	29,543
26. KLM Royal Dutch Airlines	104,113	102,782	34. General Motors Overseas	90,097	135,735	43. Hawker Siddeley Group	77,890	20,065			
27. Allis Chalmers Int'l	101,643	113,723	35. Burroughs Corp.	90,017	122,003	44. Imperial Chemical Industries	75,970	44,719			
28. Standard Brands	98,584	69,470	36. Canadian Pacific	89,068	92,682	45. Caterpillar Tractor	75,255	25,017			
			37. Scandinavian Airways	87,962	85,509						

Now 'Southern Innkeeper'

Room & Food Service, Miami Beach, has changed its name to *Southern Innkeeper*, effective with its July issue.



BOLD IMAGE—*Dubin-Haskell-Jacobson, New York, linings and interlacings supplier to the men's wear field, announces its entrance into the women's wear field with bold, abstract design ads in the New York Times Magazine. Edward M. Meyers Associates, New York, is the agency.*

The Campbell Kids are among the world's most famous company symbols.

times over several weeks. This re-reading creates additional opportunities for people to see our messages.

"Its atmosphere of believability created by its editorial performance has helped gain wide, rapid acceptance for our new food ideas and products. **We are impressed with the values delivered by Reader's Digest.**"

Campbell also uses Reader's Digest to advertise V-8 Vegetable Juices and other products.

What Campbell Soup has found in Reader's Digest can help other companies—probably yours . . .

1 ***The largest proven audience of readers.*** It is larger than any other magazine, larger than any newspaper or supplement . . . larger than the audience of the average nighttime network television program.

Campbell Soup reaches over 35 million Digest readers, who turn to each advertisement over 60 million times.

2 ***The largest quality audience that can be found.*** More people with greater spending power read the Digest than any other magazine. And the higher the income group, the greater the Digest's share of the audience.

3 ***Repeat exposures.*** Digest readers will look at your advertisement over 60 million times, according to the latest Politz research. This means millions of readers will look at it *more than once*. In these cases you will get—at no extra cost—the *same benefits as if you repeated the advertisement.*

4 ***Discrimination in the advertising accepted.*** The Digest alone of major advertising media accepts no alcoholic beverages, no tobacco, no patent medicines.

5 ***Belief in what the magazine publishes.*** People have faith in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly

Thomas I. Crowell, Publisher, Former Adman, Dies at 66

CALDWELL, N. J., July 26—Thomas Irving Crowell Jr., 66, board chairman of Thomas Y. Crowell Co., New York publisher, died July 21 at Mountainside Hospital, Montclair, after an illness of four weeks.

Mr. Crowell became a director of the company, founded by his grandfather, in 1932 and was named chairman in 1942, following the death of his father.

He was a vp and director of Ford, Bacon & Davis Co., New York, consulting engineer, before he retired last year. He specialized in sales and marketing studies for the company which he joined in 1936.

Mr. Crowell joined Charles W. Hoyt Co., New York agency, in 1919, and was manager of its Boston branch before joining Colgate & Co., Jersey City, in 1928. He was manager of specialty products and retail sales with Merck & Co., Rahway, N. J., pharmaceutical organization, before joining FB&D in 1936.

Stone Names Henriksen

Stone & Simons Advertising, Detroit, has appointed Lois Henriksen media director. Miss Henriksen formerly was with W. B. Doner Co., Luckoff & Wayburn and the National Broadcasting Co.

Vorhaus Opens Offices

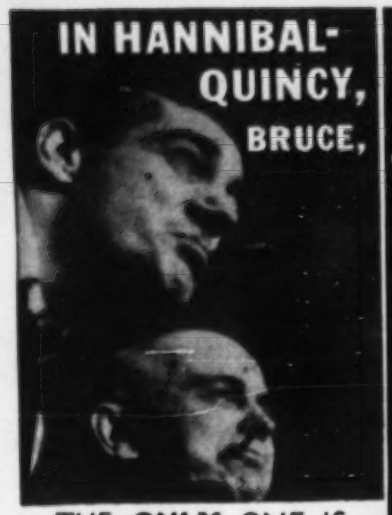
Lawrence S. Vorhaus has formed his own agency, Lawrence Vorhaus Advertising, with offices at 12 S. 12th St., Philadelphia. Mr. Vorhaus was formerly a vp of J. M. Korn & Son, Philadelphia.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419



THE ONLY ONE IS
KHQA-TV

KHQA-TV AVERAGES—
• 20% MORE HOMES AT NIGHT*
• 50% MORE HOMES DAYTIME*
KHQA-TV * ARB, Nov. '59
one of the FORWARD GROUP
HANNIBAL-QUINCY
KGLO KGLO-TV WMTV WIAD KHQA-TV KEYC-TV
Branham Co. National Reps.

Perkins Brown Twiggs Kennett

VOLUNTEERS—*Dr. Roy F. Perkins, president, Diabetes Assn. of Southern California, awards plaques for volunteer task work during the 1960 campaign to Hal W. Brown, Pacific Outdoor, who served as industry chairman; Reg Twiggs, Cunningham & Walsh, head of the ad campaign; Jack Kennett, Kennett PR Associates, for publicity and pr. Not shown: Edward Royal, who served as campaign chairman, and who had been with Security First National Bank as ad and pr director. He is now with J. Walter Thompson, New York.*

This new NATIONAL YELLOW PAGES SERVICE can buy our various markets with just one contract...and sell our best prospects

TELL ME MORE!

Ad. Mgr.: Well, now we can buy any combination of over 4,000 Yellow Pages directories all across the country. Make them fit our geographical marketing pattern.

Sales Mgr. But how do we know the right combination of directories to buy?

Ad. Mgr.: The Yellow Pages people will furnish us with all the marketing info we need – which directories cover which markets and so on.

Sales Mgr. And what's this about selling our best prospects?

Ad. Mgr.: Just ask yourself who our best prospects are. The people who are ready to buy – right? And surveys show that 9 out of 10 check the Yellow Pages when they're ready to buy.

Sales Mgr. Okay – but doesn't it tell only *where* to buy?

Ad. Mgr.: Not now! This new NYPS lets us put *selling* ads in Yellow Pages directories – selling ads that reinforce our national advertising.

Sales Mgr. Just one contract covers it all?

Ad. Mgr.: Right. And just one monthly bill, too. Saves plenty of paper work and red tape!

Sales Mgr. I think we ought to buy it.

Ad. Mgr.: Good . . . 'cause it's already in the works!

NEW NATIONAL YELLOW PAGES SERVICE

ONE CONTACT / ONE CONTRACT / ONE MONTHLY BILL

British Adman Is Gored in Pamplona 'Running of Bulls'

PAMPLONA, SPAIN, July 26—Merlin Pearson Rogers, British advertising executive, was gored five times during the famed "Running of the Bulls" in the Pamplona San Fermin fiesta earlier this month.

"Doctors think I should be able to leave the hospital in 10 days," he said.

Mr. Rogers, 28, an employe of Robert Brandon and Partners Ltd., London, is an executive in the agency's public relations division.

The San Fermin festival, made famous by Ernest Hemingway in his novel "The Sun Also Rises," is featured by the running of the bulls which are to appear in each day's bullfighting through the streets of the town to the arena.

Mr. Rogers was waiting to take a photograph of the local youths running before the oncoming bulls, when one of the bulls swerved and gored him.

■ "The whole episode probably didn't last more than five seconds," he said. "Before I could get to safety the bull tossed me. Somebody drew the bull away with some cape passes." #

F. Jacobson Appoints Katsoff

Sherwood "Woody" Katsoff, formerly an assistant account executive at North Advertising, has been appointed advertising and sales promotion manager of F. Jacobson & Sons, New York, manufacturer of Jayson and Excello men's wear. North Advertising handles the Jacobson account. Mr. Katsoff succeeds Bernie Racusen, who has resigned.

Wesley Adds Two Accounts

Evyan Perfumes, New York, producer of White Shoulders, Great Lady, Most Precious and Golden Shadows perfumes, has appointed Wesley Associates, New York, to handle its advertising. Joseph P. Schneider Inc. is the previous agency of record. Wesley also has been named the first agency for Wise Shoe Stores, New York, a Genesco division.

Gene Hopkins Joins Avien

Gene Hopkins, formerly exec vp of Electrada Corp., Beverly Hills, Cal., has been named marketing vp of Avien Inc., Woodside, N. Y., electronics designer and manufacturer.

BUT NO ONE GOT THE REAL POINT

It sounded like poetry at the Sales Meeting. But when it was set in type the public just couldn't translate it.

Sure, the safety pin *is* a piece of double-tempered steel. But there's a whole wide world of personal relationships pinned up in it, too. It's a fastener for baby's first pair of three-cornered pants . . . mitten-attacher to a snow suit . . . little boy's first fish hook . . . big girl's friend-in-need for a broken garter belt or bra strap—just to mention a few.

The safety pin, like many other products, has special uses that have given it personal meanings. To break down the language barrier between manufacturer and consumer, you've got to discover those meanings.

Hence, The Personal Approach: understanding people so they'll understand you. It's done by watching them, talking to them, listening to them. It finds the meanings that move the goods.

McCANN-ERICKSON, INC. · THE PERSONAL APPROACH

'Don't Blame Vote on Colman, Prentis & Varley' ...

Conservatives Reject Labor Bid to Probe Political Ad Spending in Britain

Debater Cites Peril of Making Election 'Battle of Madison Ave. Advertisers'

By Mark Random

Because of the prominence advertising has achieved or had thrust upon it in the U. S. political arena, the following report on the debate over political advertising in Britain assumes more than ordinary interest.

LONDON, July 26—Sir Harold Macmillan's Conservative government last week threw out by 265 votes to 181 a Laborite bid to set up an inquiry into the control of political advertising expenditures.

Laborite Gordon Walker, long a critic of advertising, renewed demands for a curb on political spending on party propaganda.

The government, through Home Secretary Richard Butler, opposed the move and said that wider restraints would be impracticable.

■ Mr. Walker said the mainspring of his motion was the opposition's conviction that recent developments had called into question the efficacy of the law to control political expenditure during elections.

"This is not a new problem, but an old one in a new form, and one which Parliament has in the past shown itself capable of tackling and solving," he said.

"The main ground for an inquiry is that new factors have called into question the adequacy and relevance of the law to control political expenditure."

Mr. Walker quoted from an editorial in *The Times* of June 9 which said:

"In so far as the law regulating election expenses is supposed to set a reasonable limit to the electioneering budgets of political parties so as to cancel the undue advantage of wealth, the law is obviously defective."

Mr. Walker contended that was a grave thing for *The Times* to say.

■ He said one of the reasons for that comment was the case in 1952 of Tronoh Mines, a mining company, which put an advertisement in newspapers calling, in the middle of the election campaign, for votes against the Labor party. The company was prosecuted, but the judges ruled that there was no case to go to the jury.

"The clear implication of the judgment," said Mr. Walker, "is that any advertisement by a central or outside body which was clearly calling for support for or opposition to a particular party in the middle of a campaign is legal so long as it makes no mention of a specific candidate. This is an alarming state of affairs."

He said this meant that safeguards which Parliament thought it had to prevent outside bodies butting into an election campaign were illusory.

"This is an unanswerable argument for an inquiry of the kind which the opposition is asking for," said Mr. Walker.

"But there are more fundamental reasons. The law has been called into doubt as a result of the actions of the administration.

"The prime minister, his chief colleagues, and big business behind him, have ruthlessly and cynically explored and exploited loopholes in the law to get around it.

■ "Messrs. Colman, Prentis & Varley Ltd. [leading London agency] have been very coy, writing letters to *The Times* suggesting that they had nothing to do with the policies of or putting over the ideas of the Conservative party.

"But abroad they have been less reticent. It is obvious they regard the Conservative party as a commodity like a detergent to be sold."

Laborite member George Brown interjected: "Not quite so white."

Mr. Walker went on to say that Conservative "front" organizations, companies and similar bodies spent a total of $5,000,000 in the period leading up to the 1959 national election.

"This deserves to go down in history as the checkbook election, the election in which the tieup between the Tory party and big business was more naked and unashamed than ever before," said Mr. Walker.

■ Sir Toby Low, Conservative, said it would be a great mistake, as *The Times* had pointed out, to think that advertising was the only channel of pre-election expenditure which had an electoral bearing.

The Labor party had the nucleus of party organization in most trade union branches. Then there

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE complete art and layout service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

$1.00 to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc. 124 Walnut Street, Peoria, Illinois.

was the Cooperative Society. In 1957, he understood, over $1,400,000 had been spent by retail cooperative societies on education. Most of that expenditure had been on party politics.

There were Labor shouts of, "Untrue!"

Regarding allegations of vast expenditure by industrial companies in support of the Conservatives, Sir Toby said that expenditure was for free enterprise against nationalization.

"It is not the Conservative party that provoked that. It is the Labor party," said Sir Toby.

■ Even if it were accepted that there was a mischief and that there ought to be some control of political expenditure, how could one define political expenditure? he asked. Was it the expenditure of a political party? And if so, how did one define a political party.

"If one defines a political party it would not cover incursion into politics from outside. If you start to go wider, you immediately bring into this control any expression of opinion that cost money in some way that might have a bearing on the election.

"It might be speeches by chairmen of companies, the campaign for nuclear disarmament, or the campaign by social workers to further the Wolfenden report.

"Two successful plays, 'The Visit' and 'Rhinoceros' have been described as deliberate attacks on the capitalist system and the so-called affluent society. Would they be considered as Labor party propaganda? Would the opposition say that the film 'I'm All Right Jack' should have been subject to control?"

■ Laborite Ellis Smith argued that the means by which the results of the last election were obtained challenge democracy.

If the Conservatives spent $4,200,000 last time, what amount might it spend next time? he asked.

In the view of the Labor party, he said, the last general election had been preceded by a modern extension of corrupt practices and it was the negation of democracy and of British ideas and standards.

"I feel it is the introduction of American ideas to British political activity," he charged.

Charles Curran, journalist and Conservative member, said the Laborites were attacking the wrong target.

"To try to throw doubt on the verdict by asserting that the British people were so stupid, so moronic, that they could be led up the garden path by cunning, skilful advertisers is an insult to British democracy," said Mr. Curran.

■ "The climate of public opinion was not created by advertisers or press agents—they sought to exploit it. They were no more responsible for it than a thermometer is responsible for a heat wave.

"To blame Colman, Prentis & Varley because people voted Conservative is like blaming Walls ice cream because people get sunstroke.

"It was the dealers in ideas who, more than anything else, brought about changes in the climate of public opinion, and since 1945 that climate has been changed by a succession of books.

"The Socialists should stop worrying about Colman, Prentis & Varley and declare war on Nevil Shute and George Orwell. To attack the advertisers and ignore the authors is like trying to tackle smallpox by painting the spots.

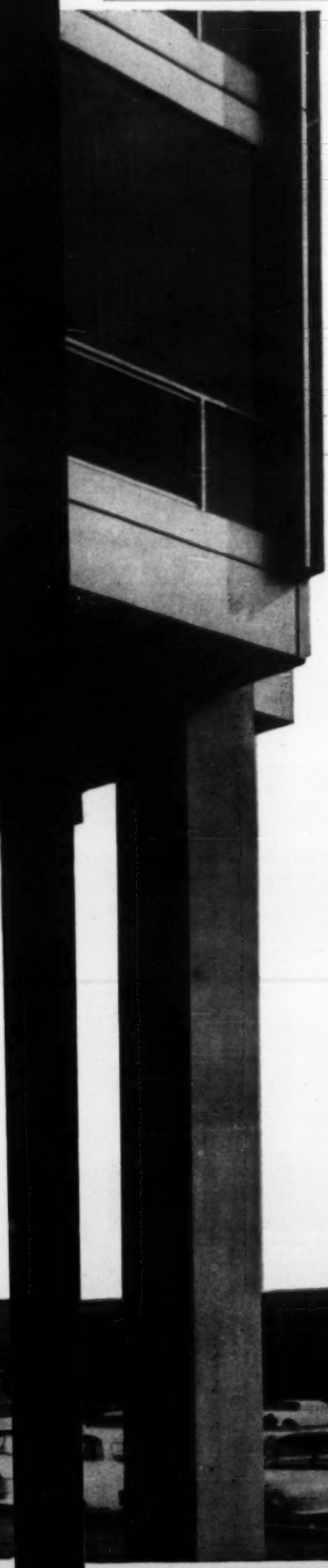
"What the Socialists are trying to do is to fight against a current of change in the ideas of the country which is carrying them away. They cannot hope to stem that tide by passing restrictive measures. In a free society there is only one answer to an argument, and that is a better argument."

■ Laborite Alice Bacon said that in July and August last year the Conservatives were the biggest poster advertisers in the country. There was also newspaper advertising on a large scale.

"The advertising reached a crescendo in August, 1959. Could it have been that all these campaigns were being directed by some central organization which knew the election date?"

(The Conservatives, as the outgoing government, had the choice of setting the national election date. It was set for early in October, 1959, but there had been considerable speculation that if it were not held in the spring, the most likely date would be in the fall.)

"There is no doubt," said Miss Bacon, "that the money spent by the Tories and their allies before the general election influenced the



Three powerful editorial services

. . . have won for Architectural Record the largest number of architect and engineer subscribers in its field ever... lifted the Record above all other architectural magazines in reader preference..established it as building's foremost advertising medium.*

1 Creative communication of design developments in those types of buildings known through Dodge Reports to be reaching the planning boards of architects and engineers in volume.

Example: the Record's monthly Building Types studies—most respected of all architectural magazine editorial features. "BT's" are top-rated in the Record's *Continuing Readership Research* because they feature what absorbs architects most: TOTAL DESIGN—the over-all fitness of buildings for their purpose. Beautiful photography, expert drawings and authoritative text present *in professional terms and in depth* the most significant progress in active building types. Here is the timely magazine feature architects and engineers read first as they prepare to plan new projects.

2 Prompt editorial response to constantly shifting areas of architect and engineer interest as disclosed by Eastman Research Organization and Continuing Readership Research.

Example: the Record's highly successful serics, "The Image of the Architect in Practice" stems directly from readership research. Current articles are presenting for the first time a stimulating "inside look" at the office organization and practices of America's leading architectural firms.

3 Perceptive presentation of the imminently important, arousing interest where interest is due, stirring imagination and desire toward satisfying achievement.

Example: the Record's 1960 series on "Jet Airports" is a pioneering study of a new building type with dramatic implications for airport and terminal design.

These three powerful editorial services (performed with the most editorial pages in the field) translate into equally powerful advertising values.

Today Architectural Record is read attentively by those architects and engineers who are verifiably responsible for planning over 89% of all architect-planned building, nonresidential and residential, small and large.

To reach them effectively and economically building product advertisers are placing over 60 per cent more advertising pages in Architectural Record than in any other architectural magazine!

*Architects and engineers have voted Architectural Record "preferred" in 141 out of 156 studies *sponsored by building product manufacturers and advertising agencies!* Summary on request.

Architectural Record

119 West 40th Street
New York 18, N. Y.
OXford 5-3000

"stimulus to creative architectural and engineering design"

WTRF-TV STORY BOARD

Two galavanting husbands were parting late one night for their respective homes. One said, "Well, it's pretty late, I suppose your wife will hit the ceiling when you arrive home."

The other one responded, "Yes, I suppose so, she's always been a lousy shot."

wtrf-tv Wheeling

A baby rabbit had been pestering his mother all day. Finally the exasperated parent replied: "You were pulled out of a magician's hat . . . now stop asking questions!"

wtrf-tv Wheeling

A major multi-billion dollar retail market where advertisers are WHEELING in big results; where 7,500 retail outlets ring up over 1¾ billion dollars annually; where WTRF-TV activates folks to 'go buy' what alert advertisers are selling here.

wtrf-tv Wheeling

George O'Donnell speaking before Beacon New York Cycle Dealers improved our gag about the "girl who bought a bicycle so she could pedal it around" by adding that she was "wheeling it all over town".

wtrf-tv Wheeling

George P. Hollingbery has all the data about wtrf-tv; audience, market, merchandising and other good reasons why your spot campaigns should be here.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

THE CHRONICLE MEANS THE WEST

Sunday circulation, San Francisco newspapers:
The Chronicle gained 22,243
The Examiner LOST 5,709
Source: Computation based on A.B.C. Publisher's Statements, 6 months ending March 31, 1959, 1960

Conservatives Reject Labor Bid . . .

result. During election times every single penny has to be scrupulously accounted for. What a farce it was then that three weeks before the election campaign had begun the election had already been won by unlimited expenditure on advertising campaigns?

"The Conservative party put themselves into the hands of an agency, which produced a so-called image of the Conservative party by advertising methods. In doing this they had introduced something into Britain's political life which was alien to British democracy.

■ "Do you really want British politics run like this? Do you want British politics to become a battle between two Madison Ave. advertisers? I do not believe you do."

Home Secretary Butler, replying on behalf of the Conservative government, wound up by saying he would like to think that press advertising for political purposes was an innovation of the Conservative party. But Laborite Lord Morrison of Lambeth had used press advertising on a large scale in 1934 in connection with the London County Council election.

"The Conservative party," he said, "has every right to use an agency because they have something good to offer, as the result of the election proved.

"But to say that the Conservative policy is in any way affected by this firm is absolute nonsense. They have nothing to do with policy.

"They simply take what is handed to them and put it in a manner they thought most attractive."

There was laughter from the Opposition benches.

■ Mr. Butler contended that it was surely not unconstitutional in a democracy to take every opportunity of putting one's case before the public. That, he said, was what the Conservatives had done.

"Any restriction of political action is so contrary to the spirit of British law that we must constantly beware lest we infringe on the essential freedom of speech and propagation of ideas."

He dwelt on the difficulties of drawing the line as to what was political expenditure and cited the case of the Laborite *Daily Herald* which he said had been subsidized last year to the extent of about $630,000.

"I find it extremely difficult to see how you could frame a law which would bring that in, whether one incorporated a political party or not," said Mr. Butler. #

Independent Handles 'Playboy'

Playboy, Chicago, will be distributed by Independent News Co., New York, effective with the monthly's August issue. Independent, a wholly-owned subsidiary of National Comics Group, will also distribute *Consumers Bulletin*. Distribution of the two publications resulted from Independent's absorption of Empire News Co., Chicago.

Mermey Manages Images

Mermey Organization, New York, a new pr company specializing in "image management," will issue a monthly publication, "Image Management," beginning in August. It will deal with "business imagery in a sophisticated society" and will be sent free to some 3,000 corporation executives.

Howe Joins Holmberg

Richard W. Howe, formerly art director of Campbell-Mithun, has joined Lawrence O. Holmberg Co., Chicago agency, as art director.

Changes Names to 'Chef'

Culinary Review, New York, has changed its name to *Chef*, effective with its June issue.

WAVE-TV Gives You
28.8% MORE HEADACHES!

(headaches your products can soothe, that is!)

In any average week, at least 28.8% more people watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off. And ALL these extra families of course have their share of headaches, sweet teeth, yens for new automobiles, etc.!

WAVE-TV gives you *much lower costs per 1,000* than any other TV station in Kentucky.

These are FACTS. Ask us (or NBC Spot Sales) for the *proof*.

WAVE TV

CHANNEL 3 ● MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

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1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
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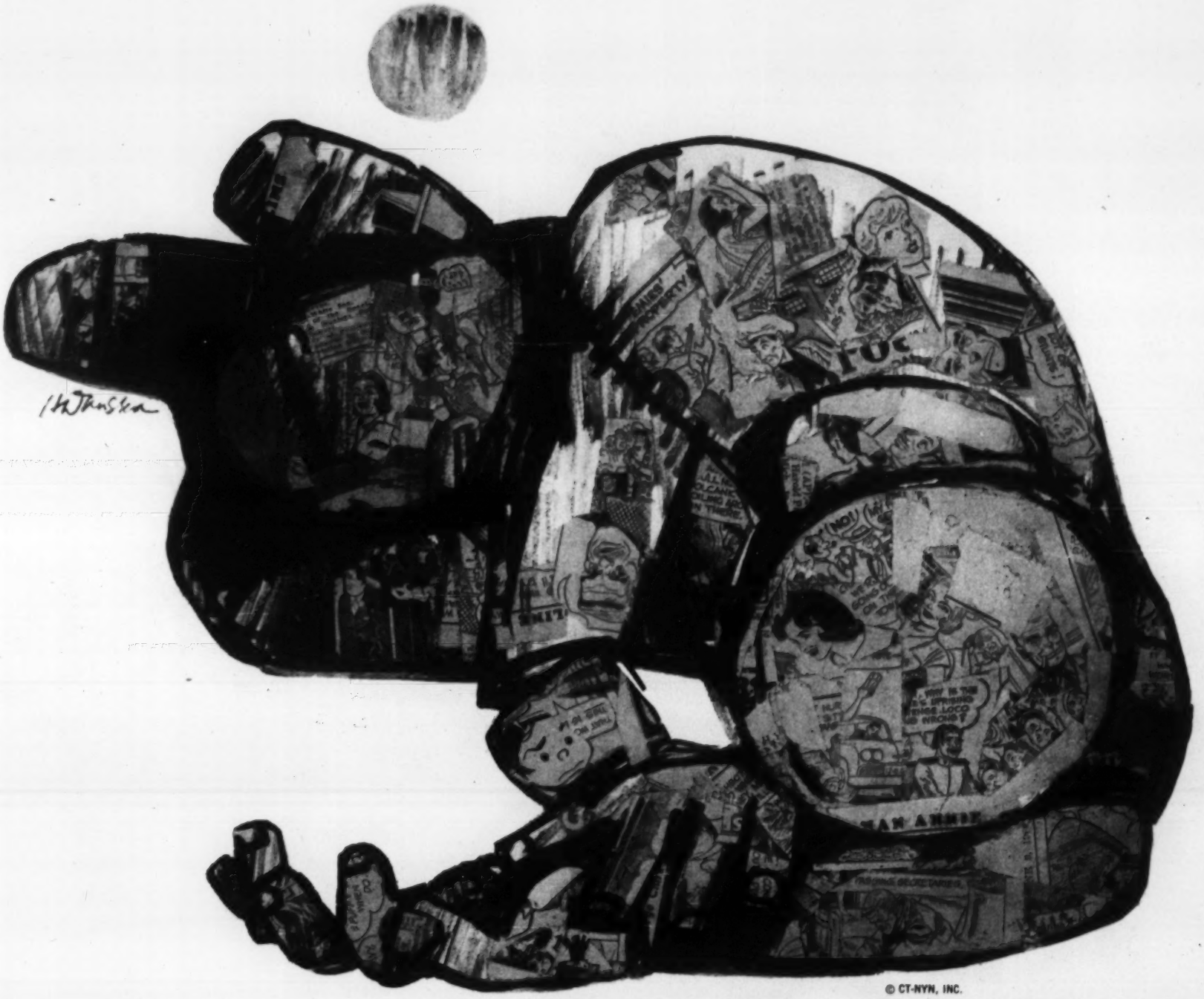


© CT-NYN, INC.

DON'T STEP OVER THE SLEEPING GIANT

He's a 60-year-old giant.

His shadow falls across 19,000,000 homes all over America every Sunday, every season, every year.

When he laughs, 40,000,000 Americans laugh with him.

Ph.D.'s, mechanics, stockholders, grocers, union members, doctors, voters, astronauts, deep-sea divers, great white hunters (and their wives and children) know him as well as, or better than, their next-door neighbor.

The giant: Metro Sunday Comics Network. The most wide-awake media "sleeper" on Madison Avenue today!

In the business of advertising audience measurement, there's a solid dependability in the Net Paid Audit Bureau of Circulation figures behind him. In the business of selling goods in volume at low cost—he stands as the prime opportunity in today's highly competitive market. Let's examine him closely. Consider a few competitive, critical facts:

FACT: More people read Metro Sunday Comics than any other print medium—over 40,000,000. As always, section readership is terrific. (Ask for latest studies.)

FACT: Metro's regular families include more college graduates, more professionals, more adults, more teenagers, more kids than you can reach in any other medium. And you reach them *all at once* for the price of *one* insertion.

FACT: In the income brackets that count—over $4,000; over $7,000; over $10,000—Metro Sunday Newspaper Comics' families rank well *above* U.S. averages.

FACT: During the key "buying years"—18 to 34—readership of Sunday Newspaper Comics tops all other feature sections.

FACT: People who read Comics become involved in the situations; identify strongly with many of the characters—develop a strong sense of loyalty to the medium. The result: a strong sense of loyalty to the advertisers. (Ask for our new studies.)

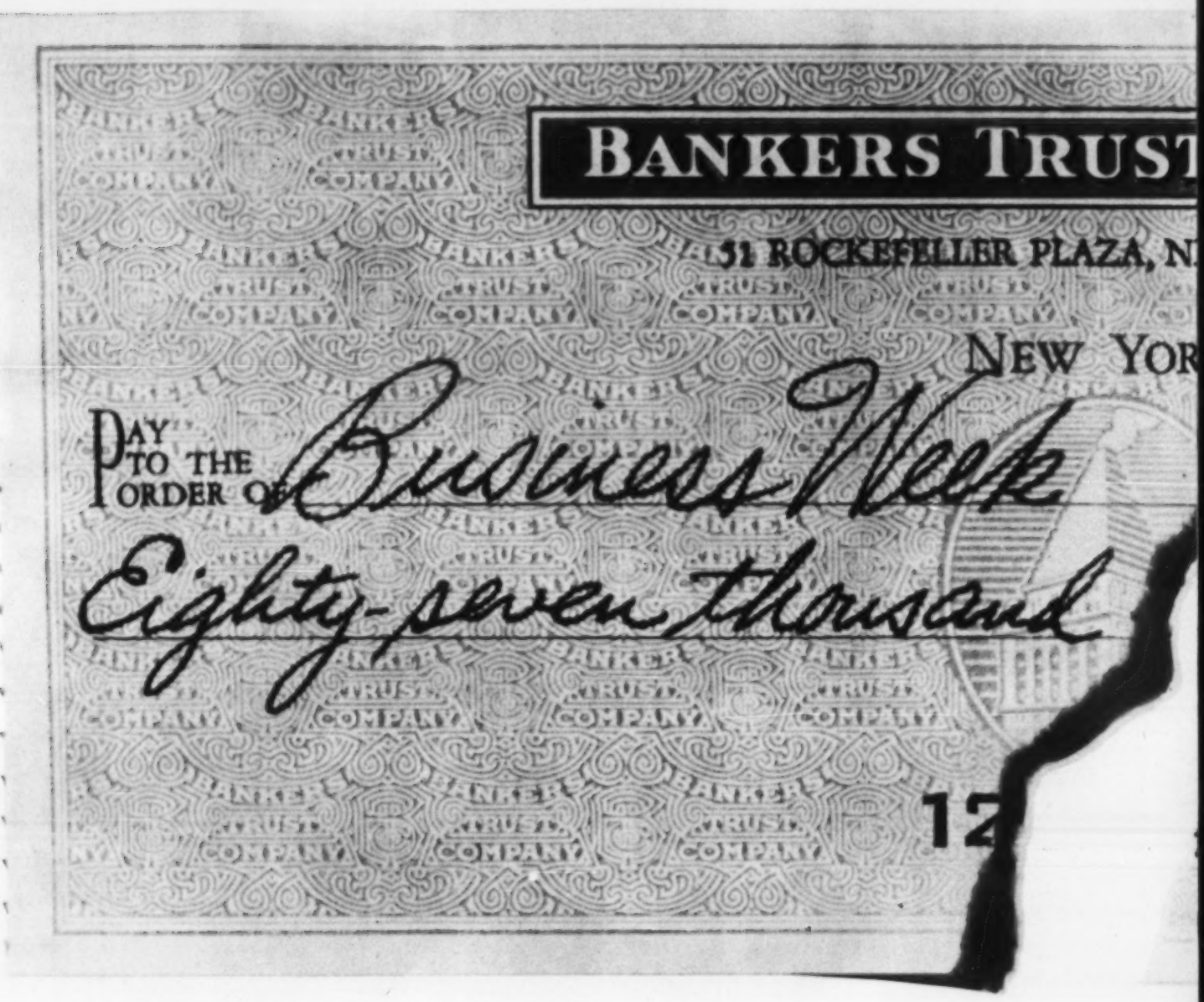
FACT: Metro Sunday Comics is the *growth*—if not the "glamour"—media buy today.

FACT: You can get the complete story on Metro Sunday Comics Network by calling MUrray Hill 9-8200 in New York City—or any of our branch offices listed below. (Send for our brand new study on effective audience potential, entitled "2 x 2 = 16—Or Does It?")

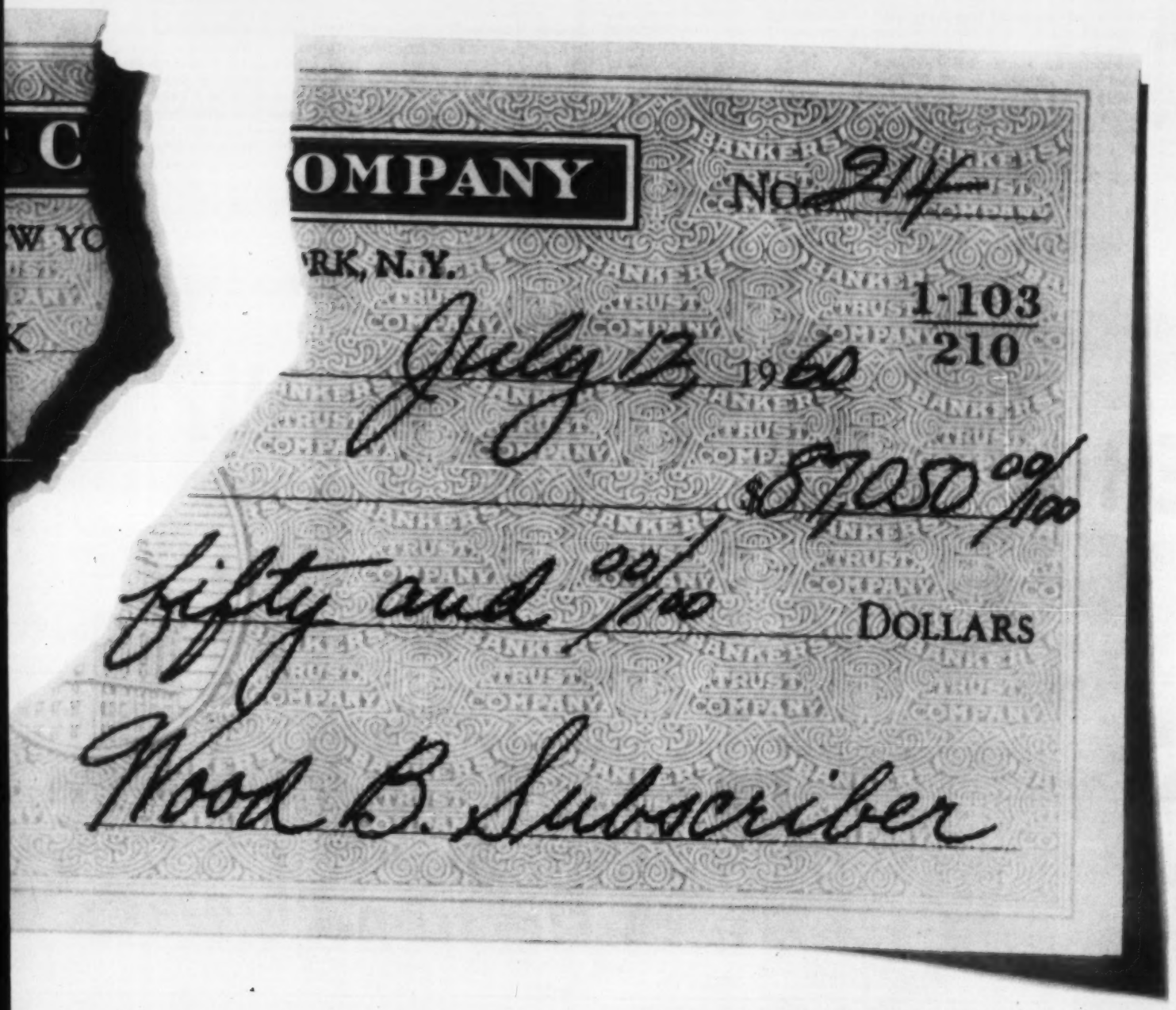
METRO Sunday COMICS Network

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices: 260 Madison Avenue, New York 16, N.Y., MUrray Hill 9-8200 • **Chicago 11,** 1710 Tribune Tower • **Detroit 2,** New Center Building • **Los Angeles 5,** 3460 Wilshire Boulevard • **San Francisco 4,** 155 Montgomery Street


BANKERS TRUST
51 ROCKEFELLER PLAZA, N
NEW YOR
PAY TO THE ORDER OF
Business Week
Eighty-seven thousand
12

Some things,



money can't buy

MONEY alone can't buy a subscription to Business Week.

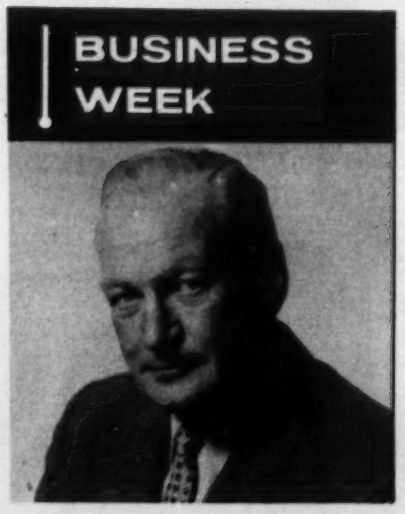
Last year, 10,862 people, who sent us $87,050 for subscriptions, found this out. Regretfully, their money had to be turned down.

Business Week limits its subscriptions almost exclusively to *management men*. There are no copies sold at newsstands.

Sometimes, people accuse us of snobbism. Usually, they change their minds when they know the purpose of this policy.

It's to guarantee an audience our editors *know*, whose language they speak, whose interests they understand.

It's to guarantee an audience our advertisers want to reach, composed of decision-makers in business and industry.



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

BUSINESS WEEK

A McGraw-Hill Magazine

Weston Adds Three Accounts

The new Vermont Travel Council has named Weston Associates, Manchester, N. H., and Woodstock, Vt., to handle a national campaign to "sell" the Green Mountain state. Promotion plans include magazines, newspapers, radio, tv and merchandising activities. Weston also has been named to handle advertising for Mount Snow ski area and Snow Mountain Inn, both in West Dover, Vt.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1918
LOS ANGELES · HALLIBURTON BLDG.
SAN FRANCISCO · CENTRAL TOWER

Perry to Close & Patenaude

Anthony W. Perry has joined the London office of Close & Patenaude, as European representative for sales training filmstrips, programs and materials. Mr. Perry was formerly an account executive of Aitken-Kynett Co., Philadelphia.

Nielsen Opens in Japan

A. C. Nielsen Co., Chicago, has extended its operations to Japan with the signing of a five-year contract to provide audience data for the Nihon Television Network, Tokyo, the leading broadcasting organization in Japan. Nielsen now has operations in 13 countries.

Bower Names McClung VP

Al Bower Advertising Agency, San Jose, Cal., has appointed Mary McClung a vp and treasurer. Miss McClung, with the agency four years, formerly was advertising director and general manager of the *New York Post*.

'Collage Magazine' to Bow

Collage Magazine Inc., 1822 N. Orleans, Chicago, will launch a new bi-monthly humor magazine, *Collage*, in September. Aimed at college students, the new publication will be distributed at selected newsstands in college towns. Charter advertising rates are $500 for a one-time b&w page. David Preiss, editor and publisher, was formerly assistant director of *Playboy's* College Bureau, Chicago.

DENVER GROWTH STEPPED UP

'Ski Jump' Spillways Tested at Williams Fork

Water at the rate of 22,500 gallons a second — that's more than 1.3 million gallons a minute — is streaming from Williams Fork Reservoir near Parshall, Colo., in these three ribbons of white. The picture was made as the Denver Water Dept. opened the new dam's three unique "ski jump" spillways Friday to test the gates. Test was made as reservoir neared its capacity of 96,000 acre-feet. In the reservoir at time of release were about 89,000 acre-feet. The flat-top concrete structure at lower left is the power plant. Note comparative size of man and cars in the parking area across bottom of picture.

Economic Expansion Unabated

By WILLARD HASELBUSH
Denver Post Business News Editor

Expansion of the Denver metropolitan area's economy and population, unchecked since early 1947, is continuing strongly in 1960's first half.

Here are some of the highlights:

Electric power consumption in the state rose 10.4 pct. from January through May and during May was up 7 pct. over the same month of 1959.

Employment in the Denver area during May was 323,400, according to a report by Colorado University's Bureau of Business Research, a climb of 4.5 pct. over the same period last year.

Bank debits in the Denver area reached $1,439,810,000 for a 9.1 pct. increase from the previous year and up 8 pct. from the previous May.

Unemployment in the Denver area totaled 9,650 persons, a drop of 12.1 pct. in a month.

Expansion Plans

Prospects for additional business and industrial development lay in opposite directions at the edges of the expanding metropolitan area.

The Rio Grande Land Co., subsidiary of the Denver & Rio Grande Western Railroad, has called for bids July 18 on development of a 600-acre industrial area in Douglas County south of Denver.

E. L. Beardsley, director of industrial development for the railroad and vice president of the new land company, said the area will be known as "Blakeland Industrial Park" and predicted it will add "significant new industries for the Denver economy."

Contracts will include 1.5 million cubic yards of clearing, excavating and grading. Two main highways serve the area and the railroad already has installed rail facilities.

Miles to the north, Industries for Jefferson County is completing a new county-owned airport adjoining a 1,300-acre industrial park with taxi strips to plant sites.

The location is just south of the toll gate of the Denver-Boulder turnpike. Industrial sites are being developed by the Turnpike Land Co., builders of Broomfield Heights. There is both rail and highway service.

The Voice of the Rocky Mountain Empire
★ THE DENVER POST HOME EDITION
Denver, Colo.—Climate Capitol of the World
Vol. 68, No. 344 5 Cents, 78 Pages

Colorado Called Ideal Area for Electron Plants

A report listing 11 major reasons why Colorado is an ideal location for profitable operation of electronic manufacturing plants and research and development facilities was made public Saturday by the Advisory Council on Industrial Development appointed by Gov. Steve McNichols.

Armand Asborno, chairman of the council and a vice president of Central Bank & Trust Co., said the research report by Denver University's Research Institute "is another step forward in Colorado's industrial progress."

Valuable Tool

Asborno said the multi-page report, full of charts and statistics proving its summary, will be an effective tool for the resources and community development division of the Colorado Dept. of Employment.

The new division has been assigned by the governor to work for location of new industries in Colorado.

In a letter of transmittal to Asborno and Bernard E. Teets, executive director of the employment department, John G. Welles, head of the industrial economic division of Denver Research Institute, made this summation:

"We have concluded that Colorado meets the criteria and . . . that the contact committee could profitably direct its efforts toward the electronic industry.

"This industry, as we have defined it, includes electronic components and accessories, communication equipment (including military signaling, detection and control equipment) and industrial electronic and control equipment.

"Much of the information contained in the report may be of some interest to manufacturers of electrical measuring instruments, electric industrial apparatus and sighting and fire control equipment."

Advantages Noted

Here are Colorado's major advantages as a location for an electronics plant as listed by Denver Research Institute:

1. Ready access to high quality unskilled or semiskilled labor at competitively attractive wage rates.

The report contains separate rundowns on Colorado's climate, its recreation, its culture, its housing and its cost of living.

It makes a major point of the fact that Colorado's water supply "is more than adequate to meet the needs of the growing population in most parts of the state."

It adds that the water system of metropolitan Denver will be able to support a population of 1.9 million, that both electric and gas rates compare favorably with the rest of the nation and that the managements of multi-plant firms interviewed by DRI were unanimous in considering Colorado labor more productive than average.

Asborno said the report will be used by a contact committee of business leaders who will call personally on electronic firms which might be interested in Colorado locations for new plants.

COLORADO INVASION

Scouts' Jamboree Expecting 200,000

Colorado will be invaded by an army of nearly 200,000 during the last 10 days of July when the Boy Scouts of America pitch their tents for their Golden Jamboree.

There will be Scouts here, there, Scouts and their families everywhere, according to Glenn Wilson, a Denver district executive of the 50-year-old youth organization.

Wilson, 46, of 2194 S. Pearl St., rattled off some new statistics concerning the Jamboree at the Thursday luncheon meeting of the Kiwanis Club of Denver at the Albany Hotel.

He said the 7,000-acre Jamboree site eight miles north of Colorado Springs will be home base for some 50,000 Scouts from throughout the nation and the world during the week of July 22-28.

Add to that another 150,000 friends and relatives who will take a Colorado vacation to coincide with the Jamboree dates, Wilson said.

For three days before and three days after the Jamboree, most of the boys in the familiar Scout shorts will be touring Colorado and taking in the sights.

Plan Scenic Tours

Wilson said 33,000 youngsters plan to visit the top of Pike's Peak, thousands more will see Rocky Mountain National Park, Trail Ridge, the Royal Gorge, Climax, the Colorado Fuel & Iron works; and nearly all will tour the Air Force Academy near their encampment.

Each of the camp Scout offi-

Sales Tax Collections Rise 5 Pct.

Denver sales tax collections for the first half of the year showed an increase of more than 5 pct. over the first six months of last year, Frank K. Southworth, manager of revenue, said Wednesday.

Collections of the city's 1 pct. tax amounted to $1,765,323, compared with $1,674,300 at the end of the first six months last year.

Southworth reported an increase in parking meter collections and in tobacco tax receipts.

Parking meter collections rose from $186,727 to $188,921. Tobacco tax collections increased $516,417 to $630,525.

Southworth pointed out that

CAMBRIDGE CENTER

$2 Million Motel, Office Building Set

A $2 million luxury motel and a $3 million office building will be erected soon at Cherry Creek and S. Colorado Blvd., it was announced Saturday.

Construction of the two buildings on the 44-acre site of the Cambridge Dairy will begin this month, officials said.

Initial construction will be followed by erection of more office buildings, restaurants and other facilities. The development will be known as Cambridge Center.

The development was announced by Edward T. Young Jr., representing Cambridge Center Management Co. and owners of the Cambridge Dairy, and John B. Cartwright, president of the Cartwright Realty Co., who re-

$1 Million Award to Dow Plant

By HARRY WALKER
Denver Post Staff Writer

Production of the Rocky Flats atomic plant west of Arvada is

Work Begins On PSC's Power Unit

Ground was broken Monday for a $24.5 million addition to the Public Service Co.'s Cherokee steam electric generating station at E. 62nd Ave. and Franklin St., Adams County.

Taking part in the ceremonies were Gov. Steve McNichols and Robert T. Person, Public Service Co. president.

Upon completion in mid-1963, the new steam-powered turbine generator will have a generating capacity of 150,000 kilowatts — enough electricity to serve the average needs of a city of 300,000.

The two steam-generating units now in service at the station run put out a total of 330,000 kilowatts.

At peak operation, the boiler in the new unit will burn al-

20 Million Spent by Steel Mill

The Colorado Fuel and Iron Corp. is spending more than $20 million to modernize its facilities and meet the mounting threat of foreign competition.

Most of the money will be spent on new construction now under way at the

Bosworth, Sullivan Expanded

Expanded and remodeled offices of Bosworth, Sullivan & Co. will open Monday.

John J. Sullivan, president of the 43-year-old financial institution, said the project resulted in a 50 pct. expansion of the firm's downtown Denver facilities at 17th and California Sts.

Bosworth, Sullivan & Co. now occupies seven-eighths of the Security Building's ground floor.

Highlight of the project was installation of the latest type electronic stock quotation board in the customers' room. The new Teleregister board posts quotations simultaneously with their postings on the New York Stock Exchange.

The original office area has been completely remodeled and redecorated. The former balcony has been enlarged into a complete second floor to house a new conference room and expanded research department, [illegible] in charge of pri-

Photo Chain Sets $225,000 Push

Tooley-Myron Studios, Miami, chain of 25 portrait photography studios in ten southern states, has appointed Olsen & Gustavson Advertising, Fort Lauderdale, to handle a $225,000 a year advertising and promotion program. Newspapers and direct mail will be used; part of this year's campaign will celebrate the company's 25th anniversary. The company claims to be the third largest portrait studio chain in the U. S. operating independently of any store system.

New England Spot Formed

New England Spot Sales, Boston, has been formed to represent radio and tv stations in New England. Charles Bell Jr., formerly executive assistant to the general manager of WHCT, Hartford, Conn., is president and general manager. The rep's headquarters will be in the Statler Office Bldg.

Real Estate Board to Gibbons

The Toronto Real Estate Board, reportedly the largest such board in the world, with more than 3,000 members and sales in excess of $160,000,000 annually, has named J. J. Gibbons Ltd., Toronto, to handle its advertising, effective immediately. The account had been with F. H. Hayhurst & Co. The board said 14 Toronto agencies made presentations for the account.

Official Films Ex-Execs Establish Program Sales Inc.

NEW YORK, July 27—Several executives formerly associated with Official Films have joined to form a new tv production and distribution company, Program Sales Inc.

President of the new film outfit is Ray Junkin, one-time vp and director of sales at Official and a consultant for the past year. Harold Hackett, who resigned as president of Official in February and was replaced by Seymour Reed, will be vp of Program Sales. Walter Smith, insurance executive and investor and a former Official board member, also will be a vp. Jack Anderson, treasurer and radio-tv director of the ad agency, Kushins, Anderson & Takaro, is secretary of Program Sales.

First show to be offered by the new company will be "Newsbreak," a five-minute porgram made up of footage from the library of Movietone News. This will be available for fall, with initial solicitations to be made for sale on a regional or national spot basis. #

Bourbon Institute Drive Pushes Bourbon as Summer Drink

The Schenley-sponsored Bourbon Institute has kicked off its bourbon-will-beat-the-heat summer campaign with full-page four-color ads in *Life* and *Look*. The three-month drive in 70 key market areas will take a $175,000 slice out of the 1960 budget, set at $675,000.

Part of the campaign is a bid to popularize the traditional mint julep as a summer cooler. This year marks the "150th anniversary of the mint julep," according to the McCann-Erickson subsidiary, Communications Counselors, New York, which is handling the program. Two thousand in-store displays also will be used to stress that "bourbon is the best of summer drinks," as the *Life* and *Look* ads proclaimed.

Fire Damages London Agency

Fire caused damages estimated in excess of $10,000 on July 22 at the St. Martin's Lane headquarters of London Press Exchange, one of the three largest agencies in Britain. More than 100 firemen and 20 trucks fought the blaze, which gutted the agency's conference room, photographic laboratory and projection room.

'SHARP' SALES—*Schick Safety Razor Co., Toronto, is tying in with Pepsi-Cola Co. of Canada, Montreal. Pepsi will send French Canadian consumers a razor, blade injector and a plastic travel bag for three Pepsi bottle caps and 50¢. F. H. Hayhurst Co., Schick's agency, organized the promotion.*

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

few papers, anywhere,
cover their home city
and trade area as
completely and effectively
as THE DENVER POST

one of America's Great Newspapers
covering the nation's third
fastest growing major market

Editor and Publisher: PALMER HOYT
Represented Nationally by
MOLONEY-REGAN & SCHMITT, INC.

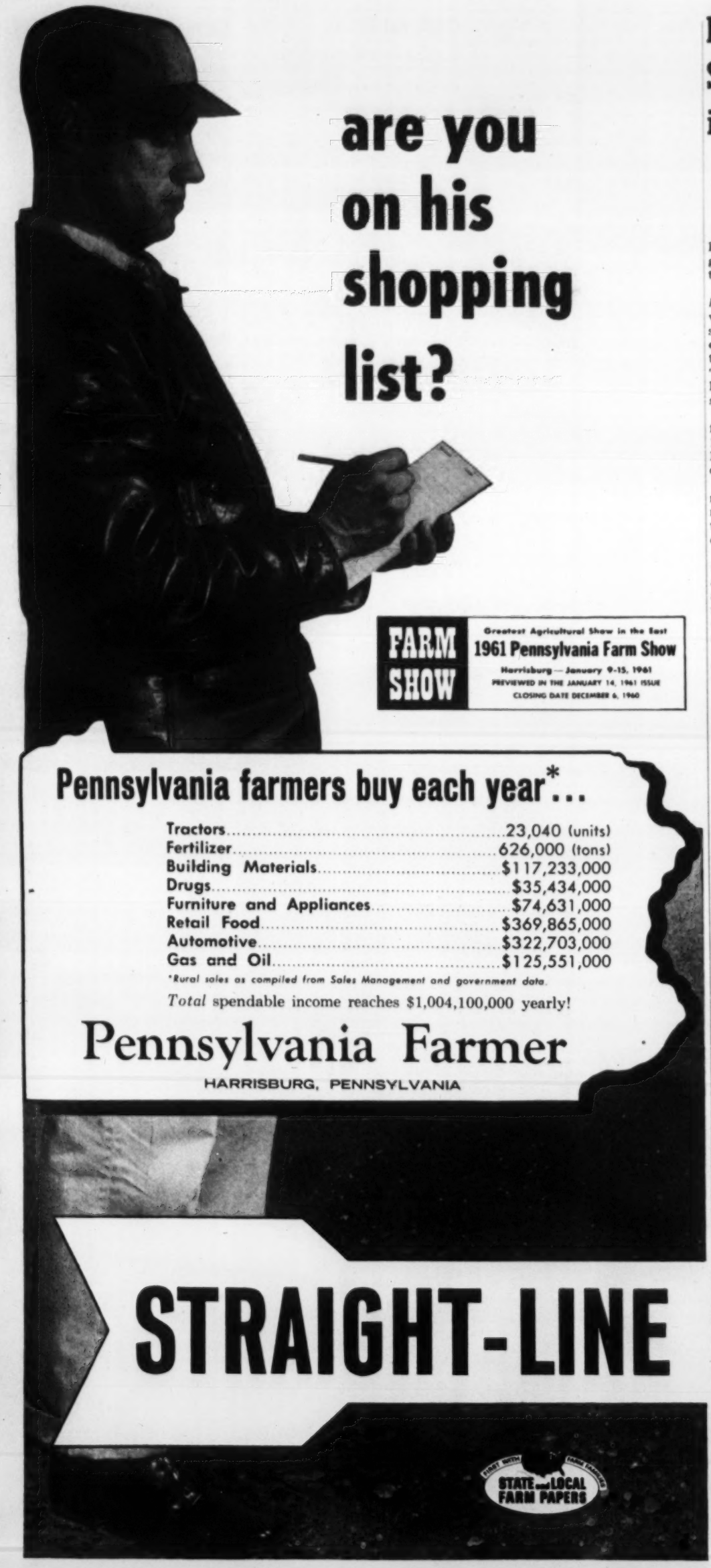
• CIRCULATION
Daily 256,175
Sunday 337,654
Empire Magazine and Comics . 360,009
A. B. C. Publisher's Statement March 31, 1960

What do farmers with dairy herds of 30 and more head say about "most helpful" farm publications?

• Important basic facts revealed in new McCann-Erickson Study. READY SOON!

MIDWEST UNIT
Farm Papers

Nebraska Farmer · Successful Farmer · Prairie Farmer · Wallaces Farmer · The Farmer



EWRR Ltd. Scores 50% Gain in Billings in '59

Agency Climbs from No. 8 to No. 5; JWT Is Still Biggest British Agency

LONDON, July 26—Erwin Wasey, Ruthrauff & Ryan Ltd. recorded a gain of almost 50% in its print and television billings in 1959.

This was revealed by the *World's Press News* annual press and television billings survey last week. It showed that EWRR jumped from eighth place in 1958 to fifth in 1959 to rank immediately behind the "big four"—J. Walter Thompson, London Press Exchange, S. H. Benson and Masius & Fergusson.

With its print and tv billings up from $12,608,400 in 1958 to $18,162,200 last year, EWRR overtook Mather & Crowther, Young & Rubicam and Lintas.

The *WPN* billings survey of measured media has been an annual event since 1954. This year's table covered 49 top-ranking agencies in Britain.

■ It showed a growing readiness among agencies operating in Britain to reveal details about the volume of business they handle. Of the 49 agencies in the list, 39 supplied figures. Five others—Arks Publicity; Foote, Cone & Belding; Lambe & Robinson-Benton & Bowles; Lintas, and G. S. Royds—indicated that the estimated figures supplied by *WPN* for their comments were accurate enough to stand.

In view of the agency criticism over the past year of ever increasing television advertising rates, the survey produced an interesting sidelight: It showed that the number of agencies whose tv billings exceeded their press billings had fallen from seven to five.

■ The seven whose tv volume exceeded press billings in 1958 were Young & Rubicam; G. S. Royds; Lintas; McCann-Erickson; Lambe & Robinson-Benton & Bowles; Robert Freeman, and Dolan, Ducker, Whitcombe & Stewart (now BBDO Ltd.). The two which dropped from this group in 1959 were McCann-Erickson and DDW&S (BBDO).

Still at the top of the table is J. Walter Thompson, which showed a gain of around 14%—from $28,408,632 to $32,760,000.

■ London Press Exchange also showed a gain of about $4,000,000 in press and television billings, from $22,767,716 to $26,912,110—an increase of around 18%.

Twelve agencies also supplied details of *total* billings for 1959. They were:

BBDO	$ 7,124,644
Clifford Bloxham	4,621,330
Crane Publicity	2,800,000+
S. T. Garland	5,027,400
Greenlys	10,948,000
John Haddon	5,600,000+
London Press Exchange	39,553,995
S. C. Peacock	6,412,476
Alfred Pemberton	7,655,155
F. C. Pritchard Wood	10,920,000
Saward Baker	4,979,309
Stuarts Advertising	1,743,980

Dealers in Sound Corp. Plans Future Ad Schedule

Dealers in Sound Corp., North Bergen, N. J., a national cooperative buying organization of phonograph record dealers, announced at the recent Music Industries Trade Show in Chicago that it will begin advertising in the future. Mickey Gensler, of the Spinning Discs Corp. and vp of the cooperative, said that the advertising would begin when the 30-member group acquires a few more members.

The cooperative, known as DISC, was formed about six months ago to compete with the large chain stores and discount houses in the large quantity purchasing of records from manufacturers. Dealer members are requested to buy no more than 60% of their records through the cooperative, the remainder to come from regular distributors. To join, a dealer gives a $1,000 deposit, returnable if he should withdraw from the group. In addition, he pays a 7% overhead charge each month. The group also is distributing a private line of diamond needles known as DISC Superba.

Telescript Expands in L.A.

Telescript CSP, New York, closed circuit tv company, plans to expand its Hollywood office and manufacturing facilities. Harrison C. Reader, financial consultant, and Peter Jackson, vp in charge of engineering, made a trip to the West Coast to look for a new site and to discuss possible mergers with tv and motion picture producers. While there, the executives introduced Telescript's new Tape-Editor, a machine that splices tv tape electronically.

Orvis Joins J. V. Connolly

Schuyler A. Orvis Jr., former publisher of the *Leader*, Lake Worth, Fla., has joined J. V. Connolly Co., New York public relations company, as head of the new business department. Also affiliated with Special Events Inc., Mr. Orvis is a consultant to the International Exhibition & Pavilion Planning Organization, which will handle exhibitions at the 1964-'65 New York World's Fair.

Burke Joins Packer Corp.

John L. (Luddy) Burke has been elected exec vp and general manager of Packer Corp., Cleveland, and a vp of Harry H. Packer Co. and Outdoor Investment Co. Mr. Burke previously was manager of the combined operations of the New York and Brooklyn branches of General Outdoor Advertising.

READY NOW!

A complete TV Department on a low cost per job basis! Use any or all services: Production Supervision... Direction... Creation... of live, tape and film; Show Coverage; Agency Representation. Service by producers with agency-network backgrounds.

Phone or Write: **BABCOCK & KOGAN**
45 East 55th St., New York, N.Y. • PLaza 2-4480

'58-'59 Press, TV Billings of British Agencies

(In $; 000 omitted)

Agency	1959 Press	1959 TV	1959 Total	1958 Press	1958 TV	1958 Total
J. Walter Thompson	16,800	15,960	32,760	14,588	13,821	28,409
London Press Exchange	18,444	8,469	26,913	15,938	6,830	22,768
S. H. Benson	15,355	7,618	22,973	13,882	7,372	21,254
Masius & Fergusson	9,811	9,837	19,648	8,576	6,766	15,342
Mather & Crowther	11,385	5,127	16,512	10,786	4,351	15,137
Young & Rubicam	3,877*	8,809*	12,686*	5,735*	7,506*	13,241*
Lintas	5,642*	8,556*	14,198*	6,261*	6,454*	12,715*
EWRR	10,713	7,449	18,162	6,986	5,622	12,608
G. S. Royds	3,889*	4,856*	8,745*	3,703*	5,740*	9,443*
Colman, Prentis & Varley	6,240	3,879	10,119	6,160	2,677	8,837
Service Advertising	4,864	2,449*	7,313*	4,865*	2,182*	7,047*
Pritchard Wood	5,645	2,309*	7,954*	4,828*	2,101*	6,929*
McCann-Erickson	4,872	3,500	8,372	3,153*	3,559*	6,712*
Foote, Cone & Belding	4,614*	4,000*	8,614*	3,703*	2,225*	5,928*
C. J. Lytle	2,744	1,747	4,491	3,640	2,147	5,787
G. Street	3,360	956	4,316	4,298	1,377	5,675
Osborne-Peacock	4,653	2,310	6,963	4,200	1,400	5,600
L&R-B&B	1,587*	3,842*	5,429*	2,102*	3,480*	5,582*
Dorland	4,675	1,242	5,917	4,104	1,298	5,402
Alfred Pemberton	3,191	2,825	6,016	2,660	2,193	4,853
John Haddon	3,196	2,105	5,301	3,266	1,557	4,823
Greenlys	4,353	1,803	6,156	2,645	1,325	3,970
Saward Baker	2,818	1,316	4,134	2,509	1,135	3,644
Legget Nicholson	2,701	1,392	4,093	2,394	1,093	3,487
Napper Stinton & Woolley	4,727	669	5,396	2,887	574	3,461
Chas. F. Higham	2,640	416	3,056	3,015	381	3,396
Willings Press Service	2,251	1,129	3,380	2,127	1,262	3,389
Clifford Bloxham & Ptrs	2,604	1,316	3,920	2,218	1,120	3,338
Samson Clark	3,080	123	3,203	3,157	164	3,321
S. C. Peacock	3,957	652	4,609	2,570*	744*	3,314*
Everetts Advertising	2,964	931	3,895	2,256	986	3,242
Rumble & Crowther	2,978*	414*	3,392*	2,635*	484*	3,119*
T. B. Browne	1,695*	1,204*	2,899*	2,017*	979*	2,996*
C. Vernon & Son	3,273	1,078	4,351	1,967*	1,005*	2,972*
Longleys & Hoffman	2,361	288	2,649	2,535	305	2,840
Robert Freeman	1,685	1,308	2,993	1,046*	1,652*	2,698*
DDWS (BBDO Ltd)	2,102	573	2,675	1,159	1,250	2,409
Chas. W. Hobson	2,227*	902*	3,129*	1,584*	768*	2,352*
Crane Publicity	1,680	792	2,472	1,472	585	2,057
Armstrong-Warden	1,541	368	1,909	1,630	306	1,936
R. S. Caplin	1,563	427	1,990	1,407	480	1,887
Arks Publicity	1,993*	178*	2,171*	1,773*	82*	1,855*
Smiths Advertising	1,760	1,120	2,880	1,245	606	1,851
Basil Butler	1,163*	262*	1,425*	1,415*	255*	1,670*
Stuart Advertising	1,081	106	1,187	1,382*	196*	1,578*
Graham & Gillies	997	207	1,204	595*	519*	1,114*
Grant Advertising	1,045	323	1,368	853	143	996

Source: Compiled by *World's Press News*.

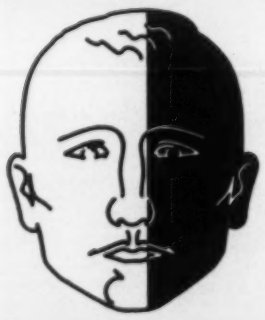
All figures supplied by agencies concerned except those marked with an asterisk, which are estimated. Estimates based on *Statistical Review of Press Advertising* in case of press billings; estimates of tv billings based on monitoring of ITV stations by Television Press Agency.

Note: 'Press' in British ad parlance refers to newspapers plus magazines.

Puritan Names Bernstein

Puritan Sportswear Corp., Altoona, Pa., has appointed Martin S. Bernstein assistant advertising and sales promotion manager. He formerly was assistant account executive of Ralf Shockey & Associates, New York.

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr. EGMONT SONDERLING, President
BERT FERGUSON, Exec. Vice-Pres. Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL. KDIA, OAKLAND, CALIF.

make sure you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Pennsylvania people and Pennsylvania agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • MICHIGAN FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING

BUY A KING-SIZE MARKET

EL PASO—CAPITAL CITY OF The Fabulous Southwest

EL PASO
1960 Population 272,239
9th IN THE NATION
in percentage of gain among cities of 100,000 or more population
141,754 GAIN
108.6% over 1950 Census
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

THIS IS THE LIFE—*Marlboro's latest animated outdoor ads are catching the attention of Los Angeles motorists with the gentle rocking motion of this cowpoke.*

South Americans Fear U.S. Because We Are Largest Investors: Aitken

NEW YORK, July 26—"The fundamental reason why U.S. investment is unpopular in Latin America is that it is now, and in the foreseeable future will be, the largest foreign investment there."

Thomas Aitken Jr. makes this point in the August *Harper's Magazine*. Mr. Aitken is McCann-Erickson's general manager in Buenos Aires and the agency's area supervisor for Argentina, Chile and Uruguay.

Before World War II, the largest investment in Latin America was British. "Now," Mr. Aitken notes, "our flag represents the largest foreign investment in every country in the southern hemisphere as well as in the Latin American part of our own.

"American Airlines fly all main routes. American ships ply off all coasts. One company, the American Foreign Power Co., can pull the switch on most of the light and power supply of an entire half-dozen countries. American banks shore up the governments and financial institutions of a dozen nations. Because we are the biggest, we are the most feared, and fear causes reserve if not hostility."

■ Mr. Aitken contends that there are a number of things American companies can do to improve their images abroad. He suggests:

1. Give local executives salaries and benefits comparable to those enjoyed by American executives who are sent out from the U.S. to fill similar posts.

2. Don't treat executive personnel so savagely. He cites the case of the American drug company which "abruptly dismissed the president and vp of its foreign branch merely by notice through the company's lawyers and without pension or separation arrangement."

3. Offer promising employes scholarships and training courses in the U.S. He points to the Brazilian novelist, Emil Farhat, now president of the McCann-Erickson branches in Brazil, who was sent to the advanced management program at the Harvard Business School. "Emil," Mr. Aitken reports, "despite his homesickness while in the U.S., now puts authority behind his explanations of the American idea to his Brazilian friends."

4. Make public stock offerings abroad. He contrasts the policy of Kaiser, which has put 30% of the stock of its Argentine company on the local market, with that of such companies as International Telephone & Telegraph, American Foreign Power and the U.S. meat packers, all of whom have not sold stock locally and "have suffered demagogic attack and endured public misunderstanding." #

Liller, Neal Names Gordon

Helen Gordon has been named creative director of Liller, Neal, Battle & Lindsey, Atlanta. She formerly was manager of the agency's New York service office.

NEW IN MODERN MEDICINE IN 1961 *complete coverage of the total prescribing medical market* 177,000 (ESTIMATED)

Effective January 1961, the current circulation reaching 145,719 practicing physicians under age 65 will be expanded to cover all M.D.'s of all ages in private practice, plus all osteopaths in states where prescribing is permitted, plus all full-time medical school faculties, plus a special list of doctors in V.A. and public health and others.

The estimated total prescribing circulation, by types of practice, is as follows:

All General Practitioners	55,000
All G.P.'s with Special Interests	13,000
All Specialists	90,500
All full-time Medical School Faculties	2,800
Special List of V.A., Public Health, etc.	3,700
All Prescribing Osteopaths	12,000
Estimated Total Prescribing Circulation	177,000

But this is only part of the dramatic expansion program designed to make MODERN MEDICINE, *more than ever, your strongest possible medium in the medical market.*

IN 1961 MODERN MEDICINE OFFERS YOU

NEW FREQUENCY—to be published on alternate Mondays starting with the January 9th issue. Increased from 24 to 26 times a year. This, combined with the new circulation, provides advertisers with over 1,000,000 additional advertising exposures per year.

NEW COMPLETE MARKET COVERAGE—covering the total prescribing medical market.

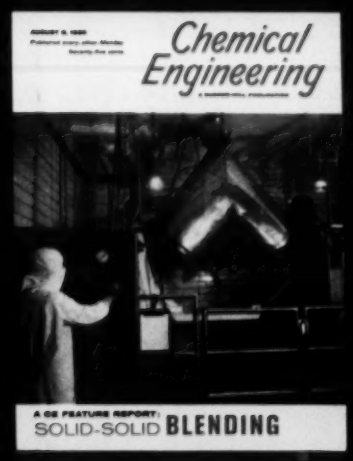
NEW DESIGN FROM COVER TO COVER—fresh new styling including new typography, new editorial features, all in a sparkling new format.

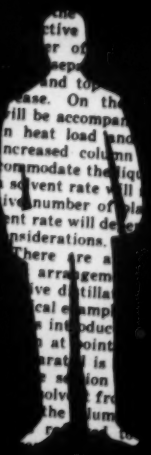
MODERN MEDICINE
84 South 10th Street, Minneapolis 3, Minnesota

Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Medecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

The most interesting magazine in the world

. . . THAT IS, TO TECHNICAL DECISION-MAKERS in the Chemical Process Industries. If ever there existed in any businesspaper a perfect image of the man it serves, it lives and breathes here in the CPI, every-other-Monday. The publication is CHEMICAL ENGINEERING. It is every bit as broad as the interests of the multi-industried engineers and technical management men it serves. It stands up to their full height in decision-making. Its third dimension is a measure of mind . . . of a magazine steeped in job-service to the reader in his pivotal position between technology and profits. How compatible? Come, you, yourself, judge critically . . .





Engineers and technical management use both as a basis for decision:

DEVELOPMENTS...

Chementator

BY PETER FORBATH

Houston Chemical plans to make tetramethyl and tetraethyl lead in competition with DuPont and Ethyl. Firm, formed by Philadelphia & Reading and Chatham Chemical, has acquired site adjacent to Mobil Oil's Beaumont, Tex., refinery, also intends to get into ethylene-oxide-and-derivatives business.

New process for gasifying low-grade coal will be studied in $630,000 pilot plant by England's Gas Council. Plant is to produce 2 million cu. ft. day water gas by "forcing powdered coal with air, oxygen or steam into a bed of molten slag."

Food Machinery and National Distillers have won $20-million contract to supply Air Force with unsymmetrical dimethyl hydrazine. Rocket-fuel component, called Dimazine, is most likely slated for propellant system of Titan missile (Chementator, May 30, p. 38).

New maleic process taps cheap feed

Petro-Tex Chemical's new maleic anhydride process (*Chementator*, June 13, p. 69) has a good many engineers wondering just what effect it will have on the already muddled maleic marketplace (*Chem. Eng.*, Dec. 14, 1959, p. 78). For the company's 80-million-lb. yr. plant, to be on stream in mid-1961 near Houston, will charge as feedstock a low-cost C$_4$ stream instead of the usual, more-expensive benzene.

Advantage of this route is obvious. Using a four-carbon feed (not butylene, stresses a Petro-Tex spokesman) to make a four-carbon product raises theoretical yield 33% over the benzene-fed processes. But while this has been obvious for many years, no one has been able to get maleic yields anywhere near theoretical until now.

Best present conversion of benzene is slightly over 60%. Petro-Tex indicates it will get around 90% conversion in commercial operation, thus expects about a 40% edge in maleic yields over any benzene flowsheet. One reservation observers are inclined to point out, however, is that economic advantage of the process may be confined to areas where C$_4$'s are in plentiful supply (e.g., the Gulf Coast).

Petro-Tex is currently seeking patents on its process, thus is not giving out any details other than to say that it's a fixed-bed catalytic oxidation. Company will not consider licensing process until patent situation is clearly established.

Mystery polymer resists brutal heat

Discovery of a new, carefully unidentified family of polymers that are stable to a searing 1,110 F. was reported last month by Artrite Resins Ltd. (Camberley, Surrey, England). Moreover, company claims that the polymers exhibit molding characteristics similar to those of phenolic resins plus high thermal strength and thermal shock resistance.

Discovery, Artrite believes, opens a new

CHEMENTATOR: Must reading for nine out of ten CE readers (say reader-traffic studies) is this interpretive round-up of latest and most significant worldwide CPI technical developments. Usually the first place, often the only place, CPI decision makers learn accurately the technical and economic impact of new and coming developments.

1 INDUSTRY AND ECONOMIC NEWS

DEVELOPMENTS...

PROCESSES & TECHNOLOGY EDITED BY C. S. CROSBY

SHELL-filled pit neutralizes 200 gpm. of acidic plant-waste.

Clam Shells Kill Waste Acid

Du Pont uses an open pit as reactor for neutralizing waste acid mixture with clam shells dredged locally.

Mention clam shells, and most engineers will probably bring to mind a day at the beach, a shore dinner, or, less likely, a cement plant or lime kiln. But apparently someone at Du Pont's Sabine River Works at Orange, Tex., recently conjured a different picture, seeing this marine-life residue as a handy, inexpensive alkali.

The result: a novel Sabine River neutralization unit, that lowers NaOH consumption by over 60% when the plant treats an acidic waste stream before disposing of it.

Heart of the unit, started up last year, is a simple, wood-lined pit, 36 ft. long, 6 ft. wide and 9 ft. deep. Du Pont dumps truck-delivered clam shells into the pit twice a day, feeds up to 200 gpm. of 1.5-pH waste liquid through spargers at the pit bottom.

The liquid passes upward through the shell bed, and overflows into a sump with an exit pH of 5.6. The stream then needs only token NaOH treatment to meet a specified minimum disposal pH of 6. Residual sludge doesn't significantly hinder the operation, and needs be removed only about twice a year.

▶ **Noxious Food**—Final destination of the plant's acidic stream is a waste pond. It must be neutralized en route, mainly because it contains an organic acid notorious for its bad odor. Total acids content is 0.6%, half of which is nitric acid.

Plant formerly treated the stream with NaOH alone. However, a pilot program showed clam shells to be an attractive substitute, and Du Pont decided to design and build the present plant-scale unit.

▶ **Construction**—Creosoted timber and stainless steel bolts, nails and piping were used, to prevent rotting or acid attack. The pit was not designed water-tight, because it sits in clay soil that serves as a natural barrier to seepage.

Piping joined the sump to an existing NaOH neutralization tank, where the pH would be brought up to 6. Pilot data had led engineers to expect a pit product stream having a 4.5 pH, and on the eve of startup they anticipated that the new unit would lower caustic consumption by 60%.

▶ **Betters Expectations**—The pit, designed big enough to operate over a week-end without fresh shells, provided a liquid hold-up of 55 min.—almost three times the maximum pilot plant hold-up. When operators began running the unit they found that the exit pH was consistently 5.6; thus, NaOH savings were even greater than expected. They amounted to 85% during the first four months of operation.

Du Pont plans to use the unit continuously during summers and intermittently during winters. It requires little attention from operators or maintenance forces.

Mexico Sets Up Petrochemical Reserve

Mexico's governmental oil monopoly, Pemex, now has a decree signed by President Mateos specifying 16 petrochemicals as the exclusive property of the government. Included in this "government reserve" are ethylene, polypropylene, propylene, polyethylene, dodecylbenzene, toluene, benzene, xylene, styrene, butadiene, methanol, isopropanol, ethyl chloride, ethylene dichloride, cumene and ammonia.

PROCESSES & TECHNOLOGY: Timely, original, illustrated feature news stories rank this department high in reader favor. CE editors dig deep for accurate, usually exclusive, data to... describe newsworthy processes... report and analyze developments in engineering techniques... wrap up product and industry news in all areas of the CPI.

DEVELOPMENTS...

CHEMICAL PRODUCTS EDITED BY S. D. CHOPEY

HI-TEMP GEON, left, shows no sag in 180 F. water bath. Other strips are conventional vinyl, high-density polyethylene and polyamide.

New Vinyl Withstands 200 F.

High-temp factor means vinyl can take over functions previously in exclusive domain of metals.

A new polyvinyl dichloride that can withstand temperatures 60 degrees higher than conventional vinyls is being touted by B. F. Goodrich as "the first significant breakthrough in the industry since the development of the first rigid vinyl 12 years ago."

Called hi-temp Geon, the new material makes possible the use of vinyl for the first time in applications where only metals have held away.

Not only does hi-temp Geon retain all the advantageous properties of conventional vinyl (strength, light weight, corrosion resistance), but it also has these points in its favor:

- Stands up under 200 F.—60 degrees higher than is possible in conventional rigid vinyl.
- Won't support combustion and is rated as self-extinguishing by ASTM.
- Has sufficient impact strength and resilience to absorb shock and stresses found in field handling installations.

Pipe made of the new material can handle pressures as high as 100-160 psi. at 180 F., and several times that at normal temperatures. Its unique properties make it practical for applications such as handling hot acid solution under extreme temperatures and pressures.

In industrial testing, hi-temp Geon has passed tests of contact with 98% sulfuric acid at 185 F. for 30 days—something never before achieved with a vinyl compound.

Low thermal conductivity of high-temperature Geon pipe reduces heat transfer, thus reducing moisture condensation on the outside of cold water lines and helps to maintain the temperature of hot or cold liquids carried through the pipe.

Pipe made of the new vinyl can be joined with socket solvent cemented joints or threaded couplings, and can be cut with an ordinary saw and formed to desired curvatures by heating.

Potential markets for hi-temp Geon include pipe and fittings, shaped piping and ducting, non-stick and rocketry, household appliances, automotive parts.

Products made from this new material can be produced on existing plastic-processing equipment. — **B. F. Goodrich Chemical Co., New York.** 82A

UV Absorber

Light-stabilizes polyolefin plastics.

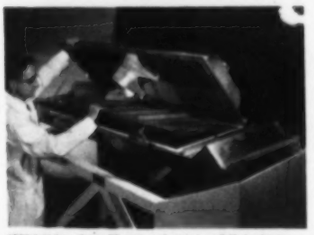
Thanks to a new ultraviolet light absorber, polyethylene and polypropylene may soon be used

CHEMICAL PRODUCTS—Alerts the CPI to new industrial chemicals... informs technical men at all levels of significant properties, potential uses. Vital information because chemicals and raw materials often mean 60 to 70% of total manufacturing costs. Also reports to the chemicals-conscious engineer on new or growing uses for older products.

PROCESS EQUIPMENT: Whether from releases or uncovered by CE's own efforts, each item published is tested as to news value and potential usefulness to the technical decision-maker. Those items that survive the editor's rigorous screening and get into print find a wide and intensive readership. So does the exclusive, comparative equipment-cost index.

DEVELOPMENTS...

PROCESS EQUIPMENT EDITED BY F. C. PRICE



OPEN hold-down clamps, lift cover—and screen is available for cleaning.

Fast Action for Fast Screening

One end of screen moves in circle, other end in ellipse; particles enter screen openings from different angles.

Cirlyptic sounds enough like calypso to suggest native rhythms and frenzied dance movements. With Cirlyptic sifters, the screen has the rhythm and the feed particles are in frenzied motion. Result: high throughput and good screen efficiency.

Screen movement results from two superimposed types of agitation. The lead end of the screen is driven with a circular motion; the other end, rocking back and forth, forms an elliptical pattern. The combination of the two movements gives the sifter its name.

Previously, Cirlyptic screens were principally used to screen flour and dry milk solids. Entoleter, Inc., who recently purchased the entire line from Hobart, Inc., is seeking new applications in the chemical, plastics, pharmaceutical, and food industries.

▶ **Fast Action Does It**—The irregular movement is the key to the sifter's success. Screen action holds the feed material in suspension, and provides many angles of approach to the screen holes for the particles. The screen, passing through this suspension 300 to 600 times/min., lets small particles through and keeps the coarse particles in motion.

Unlike many screens which handle fine materials, Cirlyptic screens do not need a screen vibrating agent. Their active motion means that they can operate without a back-up screen which holds rubber balls where they can bounce between the screens to add vibration to the screening surface. The advantages of this are threefold: construction is simpler, screen life is longer, and a source of contamination (abrasion of balls and screen) is removed.

▶ **Horizontal Layout**—Up to four product sizes can be obtained without screen stacking. Successively larger-mesh screens on the same level receive the oversize from each previous screen and remove the next size fraction. Adjustable barriers or fences between the screens control the residence time in each section from 3 sec. to several minutes.

Cirlyptic units, built of stainless steel or aluminum, have capacities up to 1,000 lb./min. depending on screens and feed size. The dust-tight cover lifts easily to give access to the screen, which can be replaced or removed for cleaning in less than a minute. Despite the action of the screen deck, practically no vibration is transferred to the floor, according to the manufacturer.—**Entoleter, Inc., New Haven, Conn.** 102A

Strong Alloy Steel

Lightweight alloy is three times stronger.

Outstanding strength and minimum weight are characteristics of new T-1 industrial alloy steel, according to the manufacturer. After heat treating, new steel has about three times the yield strength of structural carbon steel rolled to same thickness and weight.

T-1 steel can be fabricated and welded without loss of strength. Field welding is possible since no preheating or tempering is needed to obtain full-strength welds. First ap-

CHEMICAL ECONOMICS—Analyzes and interprets business data important to CPI decision makers. Ranges over supply-demand relationships... prices... capital spending plans... market patterns and trends... industry outlooks. Articles often contributed by experts in market research, banking, consulting organizations; or result from special research by the CE staff.

DEVELOPMENTS...

CHEMICAL ECONOMICS EDITED BY FRANCES ARNS

Lineup for the Series

1. **Petrochemicals Map Their Mature Years, May 30, p. 54**
2. **Chemicals From Methane**
3. Ethylene Chemicals
4. Propylene and Butylene Chemicals
5. Aromatics

Petrochemicals 2

Chemicals From Methane

Here analyzed are shifts in source and end use of ammonia, acetylene and derivatives, methanol, chloromethanes, carbon disulfide, hydrogen cyanide.

Richard F. Messing and James W. Bradley, Arthur D. Little, Inc.*

The most important route for conversion of methane to petrochemicals is via hydrogen or hydrogen and carbon monoxide (synthesis gas), formed by steam re-forming or partial oxidation. In addition to hydrogen and carbon monoxide from natural gas and liquid hydrocarbons, refinery hydrogen, hydrogen from the partial oxidation of petroleum, coke-oven gas, and to a lesser extent electrolytic hydrogen are used. Refinery hydrogen's share will decrease as refinery hydrogen is increasingly committed for refinery use, and refiners, usually unwilling to commit byproduct hydrogen on a long-term basis for petrochemical production.

Ammonia Demand Catching Up With Capacity

Ammonia is the largest volume petrochemical and is produced in over fifty-five plants, more than any other petrochemical. The 1959 synthetic production, 4.5 million tons, represented 18-19% of total petrochemical production in that year. Estimated current capacity, including that under construction, is 6.0 million tons, although this rated figure could be exceeded substantially, if demand warranted. If only capacity-in-place during 1960 is considered, 1960 production was over 90% of rated capacity, a sharp change from the over-capacity of past years. This shift has been reflected in generally firmer pricing and even some seasonal shortages for nitrogen products. The West Coast situation is an exception to this generally improving relationship between demand and supply in view of the extensive plant construction in that area.

▶ **Decentralization**—Comparing location of older synthetic-ammonia plants with some of those more recently constructed dramatizes the shift in location which has taken place. Older plants were located primarily in the Gulf where cheap natural gas was available. In recent years, the tendency has been to locate closer to the market, especially in fertilizer, which is showing the strongest growth in the north central states. The capability of a producer to provide better service in nearby areas, coupled with relatively high freight costs and a relatively low selling price, has dictated this change.

Another factor permitting geographical diversification has been the availability of byproduct hydrogen from some petroleum refineries and the partial oxidation process which allows the use of liquid hydrocarbons (in addition to methane) as a source of hydrogen. The extension of natural-gas pipelines also has been a major factor.

▶ **Direct Application**—A significant change in the U.S. synthetic-nitrogen picture has been the increasing percentage of nitrogen applied directly to the soil as anhydrous ammonia, nitrogen solutions, or in solid form rather than being incorporated in or used by the mixed-fertilizer

* For authors' biographies, see Chem. Eng., May 30, 1960, p. 54.

PRACTICE . . .

OPERATION & MAINTENANCE EDITED BY R. J. BRENNAN

Screens Improve Filter Performance

Nonclogging long-lived perforated metal screens economically replace cloth as support for filter paper in plate-and-frame filters.

C. WILLIAM BOYER, Allis-Powder Co., and CLARENCE E. AVERY, JR., Eaton-Dikeman Co.

In a plate-and-frame filter press, some type of filter medium does the actual filtration—the plate and frame assembly serves only to support the filter medium and contain the filtered solids.

Since the early days of filter presses, the filter medium was cloth. In more recent times, paper has begun to replace the cloth as the direct surface where the cake formed, but the cloth remains beneath the paper to support this relatively weak material.

Thus filter paper has altered the original function of the cloth—once a filter medium, now a supporting agent.

▶ Disadvantages of Cloth—Batch processes, though well adapted to manufacture of hundreds of various products, make filtration demands on cloth which are often expensive and impractical. For instance, a complete set of clean cloths had to be installed whenever there was a product changeover. Also, many products, such as waxes, could not be washed from the cloth.

In addition to these two problems, here are some other disadvantages of cloth filter media that we have encountered.

• Porosity of the cloth gradually decreased to the point where resistance became excessive. Thus the same cloth never gave the same results twice.

• After the initial pass through a new set of cloths, product wear and stretching allowed the cloth to press into the drainage areas of the filter plate itself. This restricted the drainage passage ways and increased the filtration pressure.

• Manpower, paper work and inventory control of cloths contributed to cost-of-plant expense.

• Excessive downtime limited the operating cycle.

Though filter paper instead of cloth as the filter medium alleviated these problems, it introduced a new one—the paper tore easily. Thus, the cloth support was still necessary.

PERFORATED metal sheets slip over plates in filter press to form a firm support for the actual filter medium, disposable filter paper

OPERATION & MAINTENANCE: Keyed to the problems of technical men responsible for chemical plant operations. Covers administrative problems...production scheduling...trouble shooting...raw materials specification...materials handling...cost controls...plus specific plant and equipment remedies to operation and maintenance problems.

CORROSION FORUM: Aimed at all engineers with interests in materials of construction (and mighty few aren't). Emphasizes critical properties of metals, plastics, ceramics...covers all types of materials. Deals with corrosion, abrasion, erosion and other problems ...also treats fabrication, available forms, and costs of materials.

PRACTICE . . .

CORROSION FORUM EDITED BY R. B. MAHAFFEY

CORROSION-CONTROL DESIGN **4a** First of two articles on valve design

Part of a series appearing throughout 1960

Valve Design: Special for Corrosives

Here's what to look for in valves for severe chemical service: no extra wall thicknesses, removable seat rings or immersed threads.

E. G. Holmberg, The International Nickel Co., New York, N. Y.

The chemical process industries, and chemical engineers in particular, place a heavy burden on valve manufacturers, with demands for valves capable of standing up to severely corrosive chemicals.

Most engineers are aware of the many new materials of construction developed as a partial answer to this situation. But many people may not be aware of the fact that there are, now, some proved valve-design principles aimed at corrosive service and that design is a vital factor in extending valve life. In this first of two articles, we will discuss these principles.

It is not our purpose to encourage chemical engineers or mechanical engineers to develop new corrosion-resistant valve designs, but rather to familiarize them with the design details which engineers for valve manufacturers have learned are essential for corrosive applications.

Because the new alloys were considerably more expensive than carbon steel or low-alloy steels, valve manufacturers recognized at the outset that new designs were necessary to lower costs. This, at first led to adoption of a lightweight design for 150 lb. pressure class valves similar to the SP-2 standard for brass valves. Many features of this early construction were incorporated in SP-42 for corrosion-resistant valves. (SP standards are established by the Manufacturers Standardization Society of the Valve and Fitting Industry.)

▶ **Competent Design**—Valve designers, to produce a successful design, must consider a number of items: (1) characteristics of specific alloys when subjected to various fabricating and exposure conditions, (2) effect of design in overcoming detrimental corrosive effects and (3) practicability of the design for producing sound castings.

Alloys suitable for handling a particular corrosive should be determined by a competent corrosion engineer.[1-4]

Knowing which alloys can be used for a specific application, it is the responsibility of engineers designing valves to be informed about (1) castability, (2) limits of machinability, (3) weldability, (4) effect of welding on alloy structure, (5) relative erosion resistance, (6) susceptibility to crevice corrosion and (7) galvanic behavior.

Contrary to common belief, a wide variation does not exist in the casting behavior of most alloys used for corrosive applications. Valve patterns designed for the casting of one alloy can usually be used without modification for other alloys. A successful valve casting design (and pattern design) will be dependent upon close collaboration between the designers and foundry personnel. Many poor casting

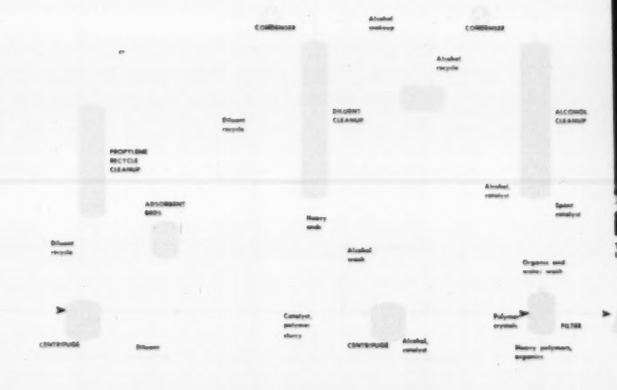
1. Plant Site Layout Minimize Corrosion, Jan. 11, 1960, p. 144.
2. Proper Design Voids Equipment Corrosion, Feb. 22, 1960, p. 162.
3. Often Overlooked Reactor Design Factors, May 2, 1960, 150.
4. Keys to Corrosion-Wise Reactor Design, May 16, 1960, p. 170.

Future Articles

Design of heat exchangers to minimize corrosion.
Storage tank design.
Design of mixers to minimize corrosion.

DEVELOPMENTS . . .

PROCESS FLOWSHEET EDITED BY R. A. LABINE



TOWER, about 100 ft. high before it narrows. Polymer

Polypropylene by the Ziegler Process

Improved catalyst system and streamlined flowsheet characterize Humble's version of the Ziegler process now operating at its Baytown, Tex., refinery.

With the opening of its 40-million-lb. yr. polypropylene plant near Houston, Tex., Humble Oil & Refining has given technical people in this country their first—although not too detailed—look at the commercial workings of Ziegler chemistry. Highlights of the Humble plant: (1) a versatile, patent-applied-for catalyst which is claimed to have ten times the activity of original Ziegler catalysts; (2) a streamlined process which reportedly simplifies the task of catalyst removal.

Other polypropylene plants now on stream using Ziegler chemistry: Hercules Powder at Parlin, N. J.; AviSun at Port Reading, N. J. Dow Chemical, Texas Eastman and Montecatini's Novamont subsidiary have polypropylene plants on the way. Total polypropylene production in the U. S. is expected to hit 50-60 million lb. this year and be in the several-hundred-million-lb. yr. category in a few years.

In anticipation of rapid market development,

Unfold Flowsheet

Looms as Potential Big-Volume Plastic

Humble's new plant can be expanded to 100 million lb. yr. in about six months. Unofficial estimates place the capital cost of the new Humble plant at around $10 million. Only figure that Humble gives out is the total cost of the polypropylene project: $30 million. Of this cost, $15 million went into research and development.

▶ **Patent Outlook: Cloudy**—Humble's new plant operates under a Ziegler license as do all other polypropylene producers. But any engineering similarities between any of the commercial Ziegler processes would be entirely coincidental. As one engineer puts it: "There is no such thing as the Ziegler process. The Ziegler license is only a hunting permit. You start with that and develop your own process."

Consequently, every company has patent applications in on its own process features and the Patent Office will evidently be deliberating many more months before claim and counter-claim can be sorted out. In the meantime, companies are forging ahead with their own plans, confident that when the situation is clarified any conflict can be settled by cross licensing.

▶ **Secret Is in the Catalyst**—Humble's new high-activity catalyst, developed by Esso Research & Engineering, is the key to the whole process. Since the catalyst is used only once, the higher the activity, the less catalyst is needed per pound of product—resulting in lower production costs and higher throughputs.

Too, the versatile catalyst can polymerize C_3 through C_5 olefins. Esso admits it seriously considered making low-pressure polyethylene before deciding on polypropylene. And there is reason to believe polyethylene production is forthcoming, especially since the new Baytown unit is ambiguously called the "polyolefin plant." Esso also admits it is seriously looking at pol- but and higher polymeric materials. It believes its catalyst may give it a jump over compe in bringing some of these newer polymers to mercial fruition.

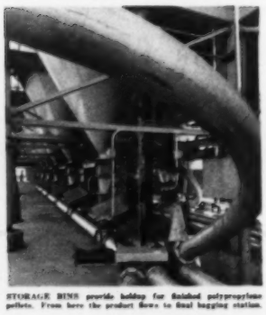
▶ **Price Versus Process**—Humble's Enjay di will be selling polypropylene for about 35¢ compared with about 35¢ lb. for low-pr polyethylene.

But propylene is a slightly cheaper raw rial than ethylene and the processing requi produce the two polymers is almost identi they both could probably be priced sim if competition demanded. But producers are ing on polypropylene's improved temperatu sistance and better physical properties to all-out price competition with polyethylen aiming primarily at new markets such as fibers and a clear film to compete with cello

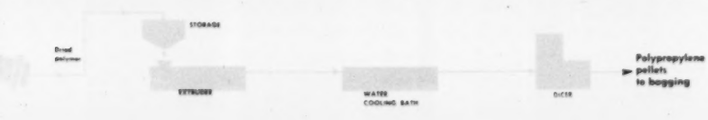
FEATURE ARTICLES & REPORTS: Timely, basic, across-the-board applied technology appealing to all profits-conscious CPI technical men...the bedrock of CE's information service. Editors and authors stress *practical* values...are keenly aware of engineering economics, cost and profits factors, accuracy, useability of data...written with the highest level of authority.

PROCESS FLOWSHEET: Schematic drawings, closely integrated photos and explanatory text describe newsworthy commercial chemical processes. Keeps technical men informed on significance of process, uses of novel technology or equipment, raw material needs, operating conditions and costs. A unique CE feature since 1939.

EXTRUDERS force melted polypropylene powder into spaghetti-like strands. Hardened strings are then chopped into pellets.



STORAGE BINS provide holding for finished polypropylene pellets. From here the product flows to final bagging station.



▶ **Process Outline**—There are four major sections in the Humble plant: catalyst preparation, polymerization, polymer separation, polymer finishing. Humble is vague about details of the first three sections of the plant and the flowsheet above does not necessarily represent the exact details of Humble's process; it is representative of Ziegler polyolefin production in general.

To form the catalyst, Humble charges titanium trichloride and aluminum alkyls to the preparation unit. Catalyst is formed as platelets and ends up as a purplish-looking slurry which feeds to the polymerizers.

There are two parallel trains of equipment in the reaction and separation section. Each polymerizer is about 40 ft. tall and 8 ft. dia. In these vessels, catalyst slurry contacts the propylene which is dissolved in an unidentified hydrocarbon diluent. (For preparation of polymerization-grade propylene, see *Chem. Eng.* May 30, 1960, pp. 78-81.) Residence time in reactor is believed to be about 10 sec.; temperature is controlled at about 150-160 F and pressure at about 60 psig. Molecular weight of the polymer is controlled by the Al:Ti ratio in the catalyst and by the temperature.

Polymerization of propylene is more complex than that of ethylene because of polypropylene's three stereoisomers compared with polyethylene's one. Through control of reaction conditions, commercial polypropylene is actually a mixture of these three forms; the ratio of atactic, isotactic and stereoblock isomers in the mixture makes possible a wide range of polymer properties.

▶ **Problem: Remove the Catalyst**—Stream leaving the polymerizers is a slurry of polymer, catalyst and diluent at about 20% solids. It flows to stripping tanks about 20 ft. high and 10 ft. dia. where unreacted propylene flashes out and is recycled to the reactors.

Hardest step comes next: removing the catalyst and recovering solid polymer from the slurry. If any catalyst is left in the finished product, it can seriously effect polymer properties. And since this is the most critical step, it is the one Humble is most reluctant to talk about.

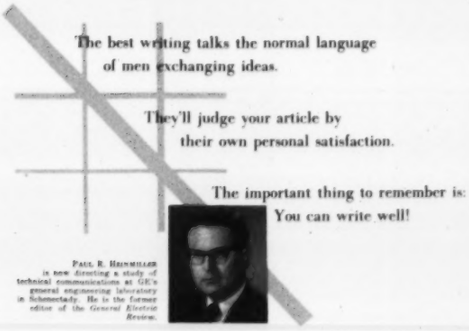
About all that is known for sure is that Humble uses an unidentified alcohol to dissolve the catalyst and separate it from the polymer. Polymer crystals can then be centrifuged or filtered to separate it from the liquid phase and can be washed with hydrocarbons such as heptane and ether to remove tacky polymer followed by a water wash. Polymer undergoes at least five washings in this stage.

Both the hydrocarbon diluent and the catalyst-removing alcohol are recovered and are recycled after purification by distillation.

▶ **Ready for the Bag**—From final washing stage, wet polymer powder flows to two steam-heated double-shell dryers operating in parallel. Each dryer is about 100 ft. long and 10 ft. dia.

From the dryers, dried polymer crystals are conveyed to extruders where they are melted and squeezed into spaghetti-like strands. These strands are then cooled in a water bath and fed to dicing machines where they are chopped into small pellets. From dicers, pellets flow to storage bins and then to bagging stations where pellets are put up in 50-lb. bags for shipping.

PRACTICE...
YOU & YOUR JOB EDITED BY R. F. PREMER


The best writing talks the normal language of men exchanging ideas.
They'll judge your article by their own personal satisfaction.
The important thing to remember is: You can write well!

PAUL R. HEINMILLER is now directing a study of technical communications at GE's general engineering laboratory in Schenectady. He is the former editor of the *General Electric Review*.

How to Write a Good Technical Article

The best engineering writing has been done by engineers with something to say. They did not presume any special knowledge of writing; with their readers in mind, they simply talked the normal language of men exchanging ideas.

Engineering, business and scientific publications of today move in the current of this tradition.

When you write an article, you have something in common with the doctor of medicine. The readers of your article, like the doctor's patients, are critical. They'll judge the success of your article by their personal satisfaction.

To write an article that will interest thousands of top-caliber technical and management men who read today's engineering, business and scientific publications requires a good deal of effort. It isn't easy. But the important thing to remember is: You can write well!

▶ **What to Write About**—Before you can write an article you must have something to say. A good indicator is your own interest. For almost anything that interests you can be made interesting and helpful to others.

Use these criteria to guide your choice: Is your subject significant? Will it give a reader the whole picture, not just a part? If so, can you present it comprehensibly to engineers somewhat removed from your own work?

Don't overlook the human side of technology either. Long experience in directing the work of others may qualify you to write about this subject.

Subjects to write about are as limitless as the innate curiosity of engineers themselves. It only remains for you to write in a readable and understandable manner.

▶ **Things to Remember**—Aim your article for a specific audience, for a specific magazine. Read through a few issues of the magazine you choose. This will

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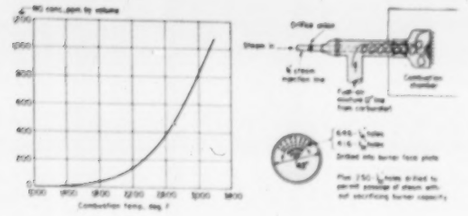
PRACTICE...

PLANT NOTEBOOK EDITED BY T. E. OLIVE



Steam Cuts NO Content of Inert Gases

Nitrogen oxide in inert gas leads to nitric acid corrosion. Using steam in the burner cuts flame temperature, decreases NO formation.

★ Winner of the April Contest by

Thomas W. Miller

Group Supervisor, Product Engineering, Chemical Propulsion Div., Hercules Powder Co., Kenvil, N. J.

Although inert gas can be produced in several ways, it is usually produced in burner units for use in industrial processes. Such a unit consists primarily of a combustion chamber fitted with jets and a forced-draft carburetor for supplying the correct air-fuel mixture.

The operation is one of simple combustion, resulting in a product gas consisting of essentially 87% nitrogen and 13% carbon dioxide. When the fuel is a hydrocarbon gas such as butane or propane, the flame and/or combustion chamber temperature is high enough (about 2,700 F.) to result in forming some 500 ppm. of NO. The reaction is approximately as follows:

$$2\,C_4H_{10} + N_2 + 13\,O_2 \longrightarrow 8\,CO_2 + 10\,H_2O\ (+\ NO)$$

When using standard steel equipment, tanks and pipe, experience has shown that NO content over about 25 ppm. results in considerable corrosion. When the NO content is permitted to remain at more than 75 ppm., the corrosion rate increases rapidly.

The curve above shows how NO formation varies with the combustion temperature. Note that if the combustion temperature is held at 1,600 F. or below, then NO formation becomes negligible.

This reduction in flame temperature can be brought about by introducing low-temperature steam into the combustion chamber through the burner jet, as shown in the sketch of burner arrangement. In order to avoid sacrificing burner capacity it is necessary to drill sufficient additional 6-in. holes to permit passage of the steam. It is also desirable to put a steam-condensate leg and trap in the steam line immediately ahead of the

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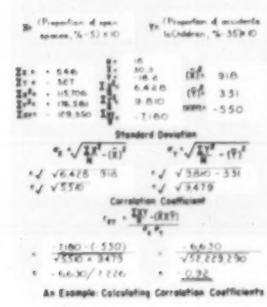
PRACTICE...

PROCESS DESIGN NOTEBOOK EDITED BY T. E. OLIVE



An Example: Calculating Correlation Coefficients

Use Template to Speed Repetitive Calculations

System makes mistakes less likely and allows the job to be turned over to less skilled personnel.

C. F. A. Roberts

Orr's Zinc White Ltd., Widnes, Lancs., England.

When we need to work out routine mathematical calculations, it helps greatly to be able to use some method which will make the operation more mechanical. This makes mistakes less likely and simplifies the operation so it can be turned over to less skilled personnel. One such case is the Pearson's Square method which was described in *CE* by Fischer (p. 140, Sept. 8, 1958).

A method of general application for calculations of some complexity is to write the mathematical instructions—that is, the formulas into which to substitute—on a stencil or template similar to that shown here. Windows are cut out for entering the details onto a blank sheet of paper.

The diagram shows a template designed for calculating correlation coefficients. The calculations appear in the windows as if on a separate sheet of paper. The data used, taken from M. J. Moroney's "Facts and Figures," are quoted purely as an example.

Fluorescent Particles for Tracing Liquid Flow

Marion Allen

General Engineering Laboratory, General Electric Co., Schenectady, N. Y.

Since the publication of my article, "Better Way to Trace Liquid Flow Patterns" (*CE*, p. 140, May 4, 1959), I have received many requests for details on adding fluorescent color to the particles used in the flow measurements.

There are three methods suitable for fluorescent-dyeing of plastic particles—two of which can be performed in the laboratory, and a third, spray drying, which requires extensive equipment as well as spray-drying technology know-how. The lab methods are as follows:

Mix-Coating

This method is best performed on small batches of plastic particles, 1 pint or less in volume.

Place the particles in a round, flat-bottom metal container (can, beaker, etc.) to a height of no

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C E Refresher

Boundary Conditions Control Results in . . .

Unsteady-State Heat Transfer—II

Because the physical properties and thermodynamic state of a solid depend on position as well as time, differential heat-transfer equations are necessary to describe the thermodynamic behavior of the solid phase.

SAM H. DAVIS, JR., and WILLIAM W. AKERS, Rice Institute, Houston, Tex.*

Many heat transfer problems involve unsteady heat conduction through a solid phase. These problems include the determination of:

- Temperature distributions in the walls and tubes of heat exchangers.
- Heat losses or gains of a fluid system from solids in cyclic operations such as in regenerative heat exchangers.
- Influence of wall heat capacity on control characteristics of chemical equipment.

Since the physical properties of the solid and its thermodynamic state usually depend on position as well as time, it is necessary to choose a system of differential size to describe completely the behavior of the solid. If heat conduction in a particular problem is approximately one-dimensional, an energy balance can be derived with time and one co-ordinate as independent variables.

The adjoining diagram illustrates the choice of system for linear heat conduction in a solid. It is assumed that temperature variations in the y and z directions are negligible. Rate of change of energy stored per unit mass of the solid is:

$$de = c_p\,dT \qquad (1)$$

Mass in the differential volume is:

$$dm = \rho\,dY = \rho\,dx \qquad (2)$$

Here, we assume the system to be enclosed by a surface of unit length in the y and z directions. Therefore, time rate of change of energy stored by the system is:

$$\frac{de}{d\theta} = \rho c_p \frac{\partial T}{\partial \theta}\,dx \qquad (3)$$

No appreciable work can be done by the system chosen for study. Therefore, only heat conducted into the system and heat generated within it need be considered in the energy balance. The heat conducted into the system in the positive x direction is given by Fourier's law:

$$q_x'' = \left(-k\,\frac{\partial T}{\partial x}\right)_x \qquad (4)$$

Similarly, the heat conducted out of the system is:

$$q_{x+dx}'' = \left(-k\,\frac{\partial T}{\partial x}\right)_{x+dx} \qquad (5)$$

since the area normal to the direction of conduction is unity. The difference between Eqs. (4) and (5) yields the net heat conducted into the system since there is no flux of heat in the y or z directions and is given by:

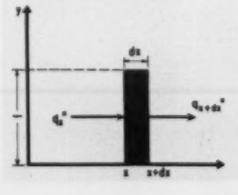
$$q_{net}'' = q_x'' - q_{x+dx}'' = \frac{\partial}{\partial x}\left(k\,\frac{\partial T}{\partial x}\right)dx \qquad (6)$$

If volumetric rate of heat generation such as that caused by an electrical current through the solid is q''' the final energy balance for the system is:

$$\rho c_p \frac{\partial T}{\partial \theta} = \frac{\partial}{\partial x}\left(k\,\frac{\partial T}{\partial x}\right) + q''' \qquad (7)$$

For a solid which is homogeneous such that at each

Use Differential Element for Analysis



*To meet your authors, see Chem. Eng., Apr. 18, 1960, p. 155.

ENGINEERING AND TECHNICAL FACTS

A strong editorial service is your strongest advertising force

Here is the editorial image of the engineering mind. Here is its imagination, stimulated by "Processes & Technology"... its orderliness, reflected in "The CE Cost File"...its ambition, answered in "You and Your Job"...its hunger "to know," satisfied by so many timely, exclusive editorial services.

He is a big man, the CPI's technical decision-maker. This is a big magazine...in concept, coverage, content. Technological twins, we grew up side by side. For almost sixty years we've shared challenges, solved problems. Born in the middle of chemicals production we steadily moved ahead into other industries...even created new ones.

With the postwar industrial explosion, CPI plant investment climbed; our engineer's skills took on new demands in design and construction. R&D outlays soared, and CHEMICAL ENGINEERING's readers led the way in research and development programs. Technology-oriented companies matured, widened products, plants and markets...turned to engineering-trained men to run them.

Consider, if you will, the mounting informational appetite of this technical decision-maker...biting hard into engineering and processing...into management and economics, and more. Confirm these interests, readily, right in the editorial pages of today's CHEMICAL ENGINEERING...spreading wider, digging deeper, even stepping-up frequency. You, most particularly, as a marketing decision-maker know what so remarkable a coincidence of reader interests and publication identity can mean as an advertising force.

It takes many men, many talents to earn the readership and respect of just one man...the CPI's Technical Decision-Maker

PUBLISHER J. Elton Tuohig, BS in ChE Newark College of Engineering. Industry Experience: Davis Engineering, Reichhold Chemicals. Joined CE 1950. Member American Institute of Chemical Engineers, Salesmen's Association of the American Chemical Industry, Association of Industrial Advertisers, Chemical Equipment Sales Engineers' Association.

ASSISTANT EDITOR James R. Marshall, BSc in ChE Queens University, Kingston, Ontario. Registered professional engineer. Industry Experience: Union Carbide (Canada). Joined CE 1960.

MIDWEST EDITOR Stewart Ramsey, BA in Journalism University of Illinois. Experience: **Chicago Sun-Times, Electrical Merchandising,** United Press. Joined CE 1960.

EDITOR-IN-CHIEF Cecil H. Chilton, BS in ChE Auburn University, MS Carnegie Institute of Technology. Industry Experience: Socony-Mobil, DuPont. Joined CE 1950. National Committee member AIChE, officer American Association of Cost Engineers, member American Chemical Society.

ASSISTANT EDITOR William C. Schall, BS in ChE Carnegie Institute of Technology. Industry Experience: Bureau of Mines, Instrument Society of America. Joined CE 1958. Member AIChE, ISA, American Association for the advancement of Science.

WESTERN EDITOR Martin D. Robbins, BS in Chemistry Tufts College, MS in Ceramics Massachusetts Institute of Technology. Industry Experience: DuPont. Joined CE 1957. Member AIChE, ACS, American Ceramic Society.

EDITOR, ENGINEERING PRACTICE, Theodore R. Olive, AB in Engineering Sciences Harvard University. Licensed professional engineer. Industry Experience: DuPont, National Aniline, Durez. Joined CE 1927. Member American Society of Mechanical Engineers.

ASSOCIATE EDITOR Frances Arne, BA in Chemistry Brown University. Industry Experience: Bell Laboratories. Joined CE 1947. Member N. Y. Section AIChE.

SOUTHWESTERN EDITOR Thomas H. Arnold Jr., BS and MS in ChE Louisiana State University. Industry Experience: Esso, Ethyl, Food Machinery and Chemical. Joined CE 1957. Member AIChE, ACS, AIME, American Petroleum Institute, national publicity chairman of AACE.

EDITOR, ENGINEERING DEVELOPMENTS, Calvin S. Cronan, BS in ChE Northeastern University. Industry Experience: Dennison Manufacturing, Bird Machine. Joined CE 1952. Member AIChE, ASME.

ASSOCIATE EDITOR T. Peter Forbath, BChE Brooklyn Polytechnic Institute. Industry Experience: Star Chromium, North American Aviation. Joined CE 1956. Member AIChE, other professional organizations.

WASHINGTON EDITOR George B. Bryant Jr., attended University of North Carolina. Experience: Washington Bureau Chief, **Wall St. Journal;** Chief of Staff, Kiplinger; Chief Correspondent, McGraw-Hill Washington News Bureau since 1949. Joined CE 1956. Member Sigma Delta Chi, National Press Club.

EDITOR, PRODUCTION & COPY, Lester B. Pope, BS in ChE Columbia University. Experience: associate editor **Scientific American.** Joined CE 1939. Member ACS.

ASSOCIATE EDITOR Arthur V. Gemmill, BS in ChE, MS University of Illinois. Industry Experience: senior associate editor **Food Engineering,** Proctor & Gamble, U. S. Rubber, Western Electric, Glidden, Horn Ice Cream, Castle's Ice Cream, Town Talk Ice Cream. Joined CE 1960. Member Institute of Food Technologists, American Dairy Science Association.

DIRECTOR OF NEWS BUREAUS John Wilhelm, BA in Journalism University of Minnesota. Experience: **Chicago Sun,** United Press, **Chicago Tribune,** Chicago City News Bureau. Joined McGraw-Hill 1947. President Overseas Press Club of America.

ASSOCIATE EDITOR Steven Danatos, ME and MS Stevens Institute of Technology. Licensed professional engineer. Industry Experience: DuPont. Joined CE 1956. Member ACS.

ASSISTANT EDITOR Nicholas Chopey, BChE University of Virginia. Industry Experience: Esso Standard Oil. Joined CE 1960. Member AIChE.

SENIOR ART DIRECTOR Frank Kozelek, BFA Syracuse University. Experience: American Aviation Publications. Joined CE 1960.

ASSOCIATE EDITOR Raymond F. Fremed, BChE City College of New York, MChE New York University. Industry Experience: General Aniline and Film. Joined CE 1953. National Committee member and officer AIChE.

ASSISTANT EDITOR Eugene Guccione, BChE New York University. Industry Experience: Pfaudler-Permutit, Lummus. Joined CE 1960. Member AIChE.

ASSOCIATE ART DIRECTOR Louis H. Dufault, Massachusetts School of Art, Pratt Institute. Experience: Advertising agency, business publications. Joined CE 1957.

ASSOCIATE EDITOR Robert B. Norden, BChE University of Michigan. Industry Experience: Givaudan-Delawanna, Picatinny Arsenal. Joined CE 1953. Member AIChE, ACS, AACE, National Association of Corrosion Engineers, other technical societies.

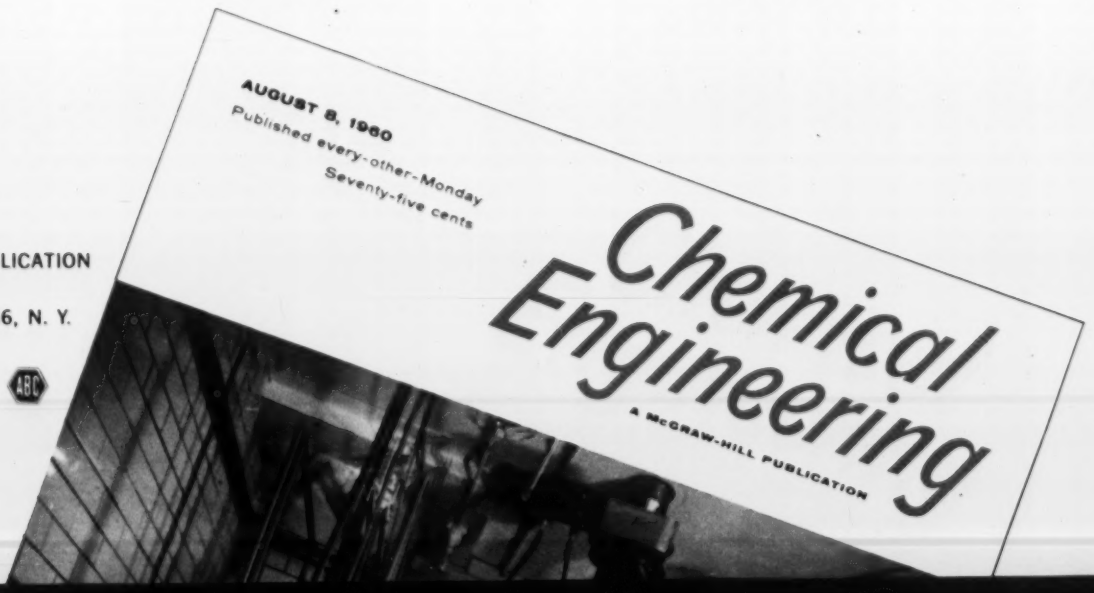
ASSISTANT EDITOR Roland A. Labine, BChE Yale University. Industry Experience: Monsanto, Atlantic Refining. Joined CE 1957. Member AIChE, American Institute of Mining, Metallurgical and Petroleum Engineers.

ART ASSISTANT Dimitrios Caratzas, attended New York University, Cooper Union Art School. Experience: McGraw-Hill Production Department, **Fleet Owner, Nucleonics, Food Engineering.** Joined CE 1960.

ASSISTANT EDITOR Peter J. Brennan, BChE Catholic University of America. Industry Experience: Union Bag & Paper, Standard Brands, Stauffer Chemical, Westinghouse. Joined CE 1959. Member AIChE, ACS.

ASSISTANT EDITOR Frederick C. Price, BS in ChE Carnegie Institute of Technology. Industry Experience: Consolidation Coal. Joined CE 1960. Member AIChE.

COPY EDITOR Henry Gordon, BA in English University of Virginia, MFA in Literature Columbia University. Experience: **Travel in Fashion, Tempo, Picture Week, Chemical Week.** Joined CE 1960.



A McGRAW-HILL PUBLICATION

330 WEST 42nd STREET, NEW YORK 36, N. Y.

ABP ABC

SAFETY IDEA—*Ray-O-Vac Co., Madison, Wis., will use this display around Halloween to get parents to buy special flashlight or pumpkin lights for children to carry trick-or-treating to make them visible to cars at night.*

Sizable Flow of Post-1948 Movies Coming to TV Soon

Warner Bros. Leads Way; Hollywood Studios Have Backlog of 2,500 Films

NEW YORK, July 27—Movie fans, who like them to be tv screen-size, will be happy to learn that a steady supply of relatively up-to-date feature films will soon be coming into their living rooms.

The way for the free flow of post-1948 films from Hollywood studios to the televiewer was cleared in recent contracts with the Screen Actors Guild and the Writers Guild of America.

The first sizable batch will be coming by way of Canada. Warner Bros. has licensed Creative Telefilm & Artists Ltd., Toronto, to handle free tv distribution of more than 100 features, including such titles as "Capt. Horatio Hornblower," "Task Force" and "The Damned Don't Cry." The distributor will pay $100,000 per film. After this investment has been recaptured, Warner and the distributor will share equally in the profits from further sales.

■ Some Sam Goldwyn movies are being offered to telecasters currently by Rodney Erickson, but Mr. Erickson is concentrating on selling the choicest films to networks for presentation as specials in the successful pattern set by "Wizard of Oz."

National Telefilm Associates, which handled the distribution of the pre-1948 20th Century-Fox library, soon may put some post '48s on the market, including about 26 Fox films. Screen Gems has been taking a look at the release possibilities for its parent company, Columbia Pictures, but this studio has not decided yet when its post '48 gates will be opened.

Universal Pictures, M-G-M and Paramount appear to be watching and waiting. The importance of tv to the over-all health of the major studios was pointed up in the latest M-G-M financial report. This showed that 43% of the profits for the first 40 weeks of 1960 came from tv rentals of pre-1948 feature and short subjects.

■ The lure of pay tv may keep M-G-M and Paramount from rushing into the post '48 free tv competition. M-G-M is considering moving into subscription television. One of the most active pay tv protagonists, Paramount, is now testing its system in a Toronto suburb.

Between them, the Hollywood majors reportedly have a backlog of approximately 2,500 features. As any stay-up-late movie viewer knows, there are already a fair number of fresh vintage features programmed on tv. These, for the most part, have been supplied by independent U.S. producers, such as United Artists, or by foreign companies, which were not bound by the American union restrictions. ■

Halpern Company Continues

In reporting last week (AA, July 25) on David H. Halpern's acquisition of an interest in World Wide Information Services, ADVERTISING AGE identified Mr. Halpern as "formerly" head of the marketing company bearing his name. In fact, Mr. Halpern's company—David Hale Halpern Co.—will continue to operate, and Mr. Halpern will devote time to both companies.

Agne Joins Harold Cabot

Robert F. Agne, formerly a senior marketing analyst with Gillette Safety Razor Co., Boston, has been named director of market research for Harold Cabot & Co., Boston.

Use Our Century of Publishing Experience

Cost-conscious publishers from coast to coast have found that the "know-how" gained from a century of publishing our own magazine, *The Nebraska Farmer*, saves them time, money and headaches.

It will pay you to investigate our complete facilities—*including 4-color web offset*—for producing magazines and all other printed materials.

WRITE, WIRE, PHONE

Nebraska Farmer Company

The Midwest's Fastest Growing Printing House
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

The Barometer of Advertising Effectiveness Reads "HIGH" for the Farmer-Stockman...

Classified Advertising up 41% (FIRST HALF 1960)

Here's the healthiest barometer we know for measuring the potential effectiveness of all advertising space!

Classified Ads, being extremely sensitive to the editorial "climate" of any publication, continue to appear only where readers respond . . . only when ads get results!

That's why this impressive increase in Classified lineage is important not only to the users of the Classified Columns but even more important to those advertisers who use commercial space in the Farmer-Stockman.

Certainly this "barometer reading" indicates bright days ahead for all Farmer-Stockman advertisers—in commercial space —or classified!

For years—
Edited IN Texas FOR Texans!

For years—
Edited IN Oklahoma
FOR Oklahomans!

For impressive Sales-Results in Texhoma-Land*, place your schedules in the Farmer-Stockman now. Write, wire or phone your nearest Farmer-Stockman office for space reservations.

433,201 Paid Subscribers – More than any other state farm paper!

*Rural Texas and Oklahoma

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

DIRECTOR OF ADVERTISING, J. H. HUNTER

SALES OFFICES:

CHICAGO 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS

STEREO—*Superscope Inc., importer of Sony Sterecorder 300, is using a $45,000 magazine promotion to introduce the new stereo tape recorder. Weverka & Associates, Beverly Hills, produced the copy, which went to Harry & Marion Zelenko Inc., New York, for art direction.*

CBS Will Build Skyscraper Hq. Building in N.Y.

NEW YORK, July 27—Columbia Broadcasting System has found a home for its scattered offspring.

The company plans to erect a skyscraper to house all its New York offices on a plot of land it has purchased in a revitalized section of the city. CBS would not disclose the purchase price of the site, but other sources put the figure at $7,000,000. The plot encompasses about 40,000 sq. ft. on the burgeoning Avenue of the Americas, between 52nd and 53rd Sts.

Among the neighbors CBS will have in this west side area once shunned by builders will be NBC, housed in the RCA Bldg. two blocks south. Other new structures in this section include the 48-story Time-Life Bldg., completed last winter, the 42-story Equitable Life Assurance Society structure now being completed, another 42-story office building and a skyscraper hotel.

■ Architect Eero Saarinen will design the building, whose size is still undetermined. Construction is due to get under way by late 1961 for occupancy by the spring of 1964. CBS doesn't know yet if it will occupy all of the building or lease some space to other companies.

Executive offices have been located in the 26-story structure at 485 Madison Ave. since 1929. As the company grew, space for its various departments and divisions were leased in about 18 locations throughout the city.

■ Dr. Frank Stanton, president, in a memo to CBS employes, said it was these ~~cramped~~ conditions caused by "the four-fold expansion of our business during the last 10 years" which brought about the decision to build a new headquarters. He said CBS has finally found "a convenient location for a building of character and distinction."

The new structure will house the corporate offices, as well as the following divisions: CBS-TV network; CBS-TV stations, including CBS Films and Terrytoons; CBS Radio; CBS News; Columbia Records, and CBS International. It will also include the New York office of Columbia Phonograph, a part of CBS electronics, a division which has its main office in Danvers, Mass. The only division not to be housed in the new quarters will be CBS Laboratories, which moved into a new plant and offices in Stamford, Conn., last year, Clarence Hopper, vp in charge of facilities for CBS, said.

■ The tv studios will be maintained in their present locations throughout the city and the production center will remain on West 57th St. The radio network's studio will continue at 55 E. 52nd St. #

Lehn & Fink Unit Moves from McCann to Geyer and Bates

Lehn & Fink division of Lehn & Fink Products Corp., New York, has selected Geyer, Morey, Madden & Ballard and Ted Bates & Co., to succeed McCann-Erickson, effective Sept. 1. The account, billing more than $1,000,000, will be divided equally between the two agencies, according to the company. The Geyer agency, which has been handling a Lehn & Fink test product, Medi-Quik, will take over Lysol disinfectant and Etiquet deodorant advertising. Bates will handle Stri-dex, Hinds Honey & Almond cream, Lysette and Young Look cosmetics.

The Lehn & Fink division was at McCann for about 15 years. Its transfer was precipitated when Lehn & Fink hired consultant Steve Pliss to place radio advertising at cut rates, apparently without the agency's knowledge. McCann retains Dorothy Gray cosmetics, another Lehn & Fink division.

Reynolds Leaves Criterion

Harold R. Reynolds, exec vp in charge of operations for Criterion Service, New York, specialist in shopping center posters, has retired after 41 years with the company, which he helped found. Arthur J. Hjelmquirst, formerly executive assistant to Mr. Reynolds, has been promoted to director of operations.

B&B Promotes Three

David Wedeck, an assistant media director of Benton & Bowles, New York, has been named an associate media director. Richard Gershon, a media buyer, has been named an assistant media director. Cecil K. Carmichael, an account supervisor, has been named a vp.

Alfred Baum Joins Lubell

Alfred A. Baum, for 16 years classified and classified display manager of the *New York Post*, has joined Lubell Advertising Associates, New York, as vp in charge of merchandising and sales promotion.

Ziff-Davis Names Smith

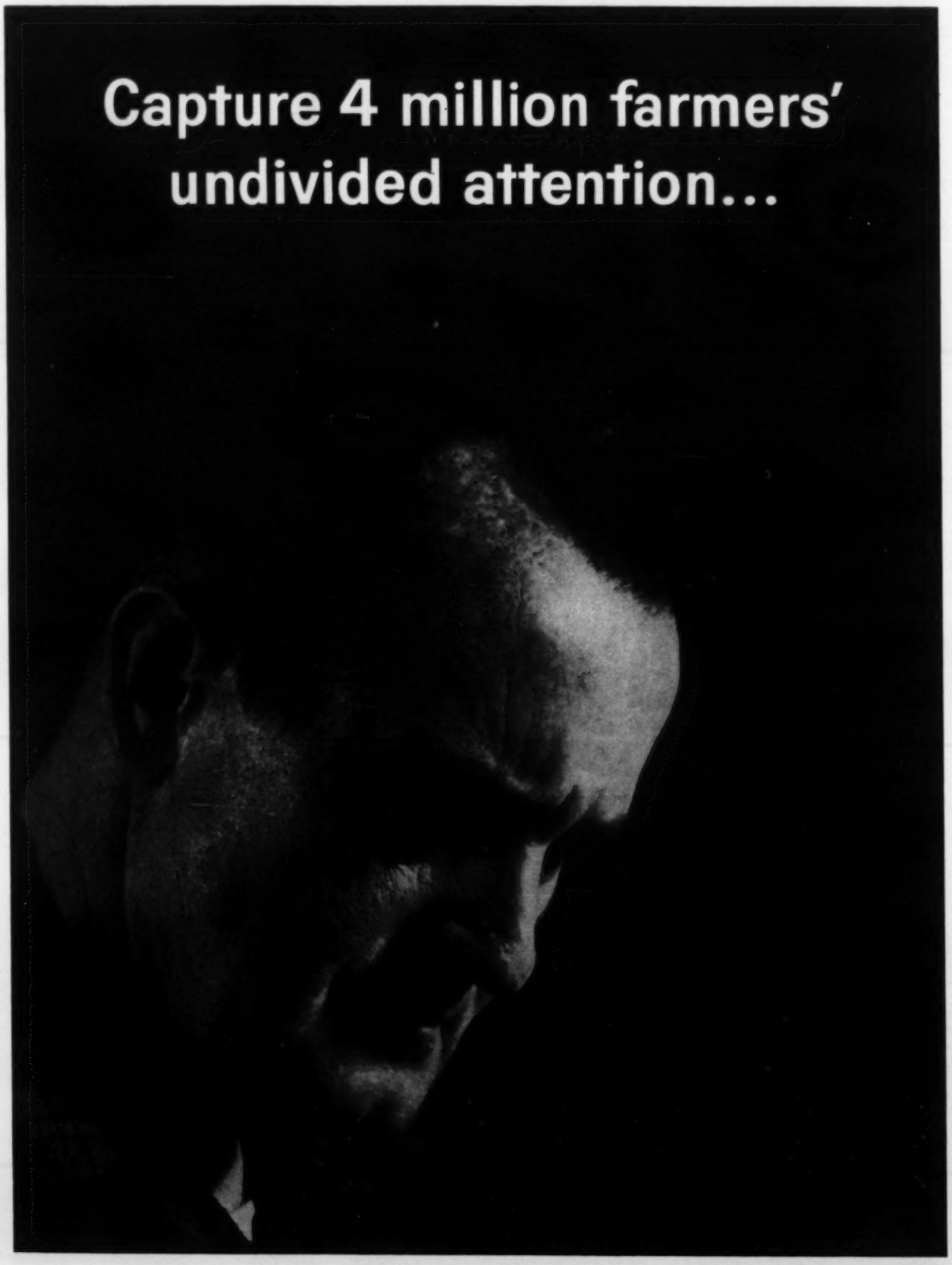
Henry J. Smith, who joined *Modern Bride*, New York, five years ago as promotion merchandising manager, has been appointed promotion director of the Ziff-Davis publication.

Callan Co. Appoints Newton

J. M. Callan Co., Chicago, has named Frank Newton, former Leo Burnett Co. and McCann-Erickson group copy chief, creative director.

SWINGLES. CUSTOM MADE ONLY $68 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call.
THE JINGLE MILL
143 W. 51st St. N.Y. 19 N.Y. • Plaza 7-5131

Capture 4 million farmers' undivided attention...



Information for Advertisers

Magazine Publishers Assn. has issued through its Magazine Advertising Bureau a 26-page booklet, "Sources of Consumer Magazine Information," summarizing sources of data available on circulation, rates, costs, marketing information and other subjects. It is available from the Magazine Advertising Bureau, 444 Madison Ave., New York.

• "The Impact of Planned Shopping Centers on the Metropolitan Cincinnati Market," an economic analysis and survey of changing shopping patterns in the Cincinnati area, has been published by the **Cincinnati Enquirer.** The study includes a section on proposed shopping centers and predictions on the future of the Cincinnati market. Copies are available from the Research Dept., *Cincinnati Enquirer*, 617 Vine St., Cincinnati.

• "Houston Transportation Telephone Tickler for 1960," containing more than 1,500 listings of names, titles, addresses and telephone numbers of key traffic executives engaged in or associated with the freight transportation industry in the Port of Houston, has been published by the **Journal of Commerce.** Copies, priced at $2.50 each, are available from *The Journal of Commerce*, 80 Varick St., New York 13.

• **Industrial Equipment News** has prepared a folder containing the 12 highest-pulling product ads and the 12 highest-pulling literature ads which appeared in the publication last year. Page position of each ad, total number of inquiries the publication serviced and other specific information is shown. Copies are available from *Industrial Equipment News*, 461 Eighth Ave., New York.

• The fourth "Annual Statistical Report of the Photographic Industry in the United States," has been published by Photography Publishing Corp. Included in the report is the growth pattern of the photo industry and national economy, basic merchandise shipments by photo manufacturers and the 1958 census report on photographic equipment and supplies industry. Additional information is available from Augustus Wolfman, editor-in-chief, Photography Publishing Corp., 33 W. 60th St., New York 23.

• A study of the dual market of **WFBC**, Greenville, S. C., and **WORD**, Spartanburg, S. C., "The Piedmont Group—An Effective Sales Producer in the Dual Market of Greenville & Spartanburg," has been published by the two stations. The report, prepared by Avery-Knodel, also analyzes competitive radio, merchandising, programming, coverage and advertising costs. Additional information is available from Avery-Knodel, 720 Fifth Ave., New York 19.

• "Prospectivity . . . How to Influence the Total Car-Buying Public," has been published by the **National Broadcasting Co.** Included in the study are new facts about compact cars, dealers' reaction to the compacts, interest image of the compacts, the general public's opinion and buying plans for 1960 cars and television's impact on the car-buying public. Additional information may be obtained from National Broadcasting Co., 30 Rockefeller Plaza, New York 20.

• **Variety Store Merchandiser Publications** has issued three new directory mailing lists. One is a complete compilation of buyers for the variety-general merchandise chain store field, the second lists grocery chains' non-food buyers, and the third lists chain drug store buyers. Each has additional listings of jobbers, wholesalers, manufacturers and sales representatives. Priced at $75 for the set of three, or separately at $30, the lists may be obtained from Variety Store Merchandiser Publications, 419 Park Ave. S, New York 16.

• The "1960-1961 Fact Book of Commercial Electric Kitchen Equipment" has been published by **Food Service.** Included in the booklet are 445 product listings, illustrated and described as to electrical specification, performance and price, and 21 major categories of equipment, including electric ranges, ovens, coffee makers, steam cookers, refrigeration equipment and waste disposals. Priced at $1, copies are available from *Fact Book*, Food Service, 2132 Fordem Ave., Madison 1, Wis.

• The second in a series of semi-annual "Product Surveys" has been published by **CFGP**, Grande Prairie, Alta., radio station. The surveys are made each February and July to provide a continuing study of food and drug product distribution and sales in the Grande Prairie market. Additional information may be obtained from the Sales Dept., CFGP, Northern Broadcasting Bldg., Grande Prairie, Alta.

• List testing as a key to successful selling by mail is the subject of a new booklet, "Testing Lists for Profits," which has been published by **Planned Circulation,** mailing list brokers. Fourth in a series on "The Function of Mailing Lists in Direct Mail Advertising," the study is available from Planned Circulation, 19 W. 44th St., New York 36.

• A survey of its readers' cooking, baking and sewing, family interests, hobbies, mail-order buying, income, home ownership, automobiles and travel is available from **Together,** 740 Rush St., Chicago 11.

• "ORC Findings," a new quarterly publication dealing with research approaches, techniques and findings, has been published by **Opinion Research Corp.** The first issue, which details methods of data collection, may be obtained from Opinion Research Corp., Princeton, N. J. #

Local names...local places...local news...local faces give your ads more readership and believability

Add readership and believability—the guts of selling advertising—to your media schedule with State and Local Farm Papers. Independent surveys prove that they top all other farm publications in both!

To keep your prospects reading and believing, local editing takes advantage of differences in climate and farming practices. Over one hundred fifty editors travel over a million miles a year and make thousands of local calls to edit State and Local Farm Papers close to your customers.

They travel the byways gathering local pictures, local names, and local news. This local effort puts your ads on a neighbor to neighbor basis with the $40 billion farm market . . . and 4 million farmers. You know how well familiar names can sell.

You can match State and Local Farm Paper circulation to your markets and outlets, too. Give your ads every opportunity to spark fast, powerful sales action. Get the full story—Write State and Local Farm Papers, Room 1600, 28 E. Jackson Blvd., Chicago 4, Illinois.

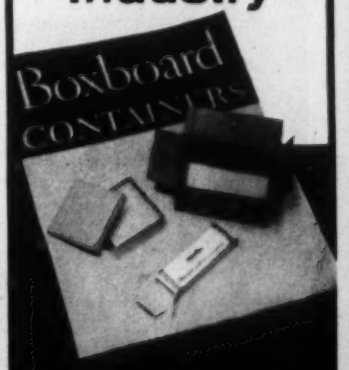
Find out more about the rich farm market . . . Explore the great potential it offers. Write for booklet—"Farmland USA." State and Local Farm Papers, Room 1600, 28 East Jackson Boulevard, Chicago 4, Illinois.

FIRST WITH FARM FAMILIES

STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer-Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Are you overlooking a **$3 Billion Industry**



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact

Boxboard CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

BANGOR and Northeastern Maine Doing Fine!

38% of State's Population—35% of the Income

Penobscot County leads the entire state in population gains. Aroostook County still going ahead too.

The Bangor Daily News provides 75% coverage of its 7-County "Blue Chip" Trading Area. New industries, 3 Air Force Installations. We're growing places!

The Bangor Daily News

Maine's Largest Daily . . .

Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

DAILY CIRCULATION NOW OVER
76,000

Car Dealers, Supplying 10.9% of Radio Station Revenue, Are Biggest Buyers; RAB

NEW YORK, July 26—New and used car dealers contributed more to radio stations' $380,000,000 local revenue in 1959 than did any other single category of business.

This was revealed in a study made by the Radio Advertising Bureau, in which stations ranked 52 local business categories in their order of importance in terms of station income. From the total of more than 1,200 RAB member stations queried, 320 responded. Among these respondents, 98% reported some revenue from car dealers, with this category representing 10.9% of the average station's total income.

Supermarkets, both independent and chain, were the second heaviest users of local radio. These food stores contributed 6% to station revenue, with 92.5% of the responding stations listing clients in this group.

Other leading local advertisers ranked in this order: appliance stores, department stores, furniture stores, banks, soft drink bottlers, movie theaters, and tire, battery and accessory dealers. Other types of businesses active in the medium were laundries, drug stores, night clubs and restaurants, and jewelers. #

Kiernan & Co. Affiliates With Walter Wiley Agency

Frank Kiernan & Co., New York, financial agency, has affiliated with Walter Wiley Advertising. The move puts their combined billings at more than $1,000,000.

Some top Kiernan accounts followed former general manager Samuel D. Mallin to Albert Frank-Guenther Law. A major account with Kiernan agency is A. M. Kidder & Co., broker. Accounts with Wiley Advertising include L. F. Rothschild & Co., Myron A. Lomasney & Co., Countess Maritza Cosmetic Co., and American Laubscher Corp., all New York.

Mutual Adds 9 Affiliates

Mutual Broadcasting System, New York, has acquired nine new affiliates. They include former independents KDUB, Lubbock, Tex.; WEEP, Pittsburgh; KJOE, Shreveport, La.; KOKX, Keokuk, Ia.; and WPTX, Lexington Park, Md.; new stations WHBO, Tampa, Fla.; WGEA, Geneva, Ala.; and WMSR, Manchester, Tenn.; as well as WEAT, West Palm Beach, Fla., which will continue as an affiliate of NBC. Mutual's former affiliate in Lubbock was KLLL; in the Pittsburgh area, it was WMCK, McKeesport; in Tampa, WLCY, and in Shreveport, KENT, all of which left the network the end of June.

MacManus, John Names Five

MacManus, John & Adams, Bloomfield Hills, Mich., has named Roy M. Marshall, most recently with Ross Roy Inc., an account executive on the commercial products group. The agency also has added four people to its creative department. Henry Hager, formerly sales promotion copy chief on the Chevrolet account at Campbell-Ewald Co., has joined MacManus as copywriter. Glen Gardiner, formerly an art director at Ross Roy Inc., William Davidson, previously art director of production layout at Campbell-Ewald, and Robert Wilkinson formerly a free lance, have joined the agency as artists.

ABC-TV Adds Six Sponsors

ABC-TV, New York, sold a total of 134 quarter-hours of its daytime schedule to Peter Paul Inc. (Dancer-Fitzgerald-Sample); Curtis Publishing Co. for *The Saturday Evening Post* (Batten, Barton, Durstine & Osborn); Dow Corning Corp. (Anderson & Cairns); Miles Laboratories (Wade Advertising), and Ex-Lax Inc. (Warwick & Legler). Jantzen Inc. (Hockaday Associates) bought participations in "American Bandstand" for August for a back-to-school promotion of its sweaters and skirts.

Van Dine Joins McMillan

Norman Van Dine, formerly with McMillan Industrial Corp., Cambridge, Mass., has joined Adams-Russell Co., Cambridge, as director of marketing. He will be in charge of all advertising, sales of electronic equipment and high frequency equipment.

Wrenn Joins 'Commercial News'

Mildred P. Wrenn, formerly with National Publishing Co., Kansas City, has been named advertising manager of the *Daily Commercial News*, San Francisco.

Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

NBC a

Represented by
Edward Petry & Co., Inc.

WJAR-TV

CHANNEL 10,
PROVIDENCE, R.I.

CONCENTRATION AND COVERAGE
GE CONCENTRATION AND COVE
NCENTRATION AND COVERAG
ENTRATION AND COVERAGE C
GE CONCENTRATION AND CO
CENTRATION AND COVERAG
CONCENTRATION AND COVI
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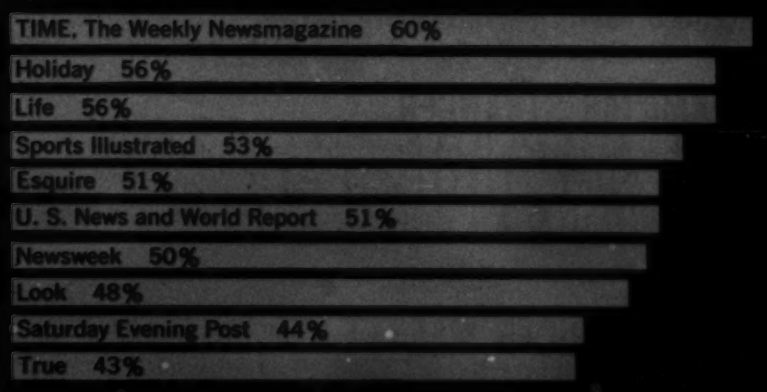
CONCENTRATION AND CO

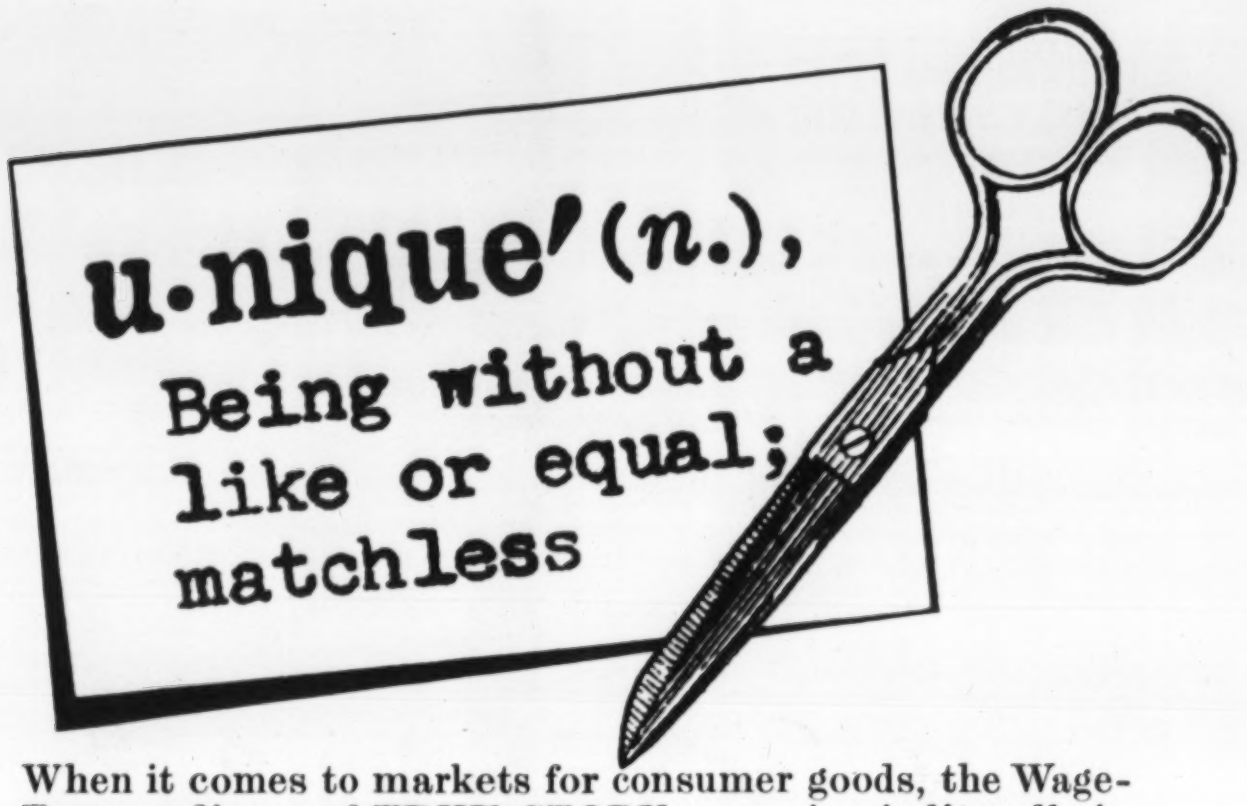
CIRCULATION CONCENTRATION IN THE TOP FIFTY FOUR MARKETS
(Metropolitan areas accounting for 67.5% of all case sales of ten types of distilled spirits)



Where people entertain often, for business and pleasure . . . where you stir up the customers who have the means and the occasion to be generous hosts . . . there you'll find a lively market! Look into the fifty areas that account for 67.5% of total U. S. case sales of ten types of distilled spirits. There you'll find TIME concentrates more of its circulation than does any other magazine of a half million or more circulation. Additional evidence that TIME delivers concentration and coverage — where it counts.

THAT'S

TIME



When it comes to markets for consumer goods, the Wage-Town audience of TRUE STORY magazine is literally in a class by itself.

It's a different market statistically, as a glance at the facing page will show.

It's different in other important ways, too. And its distinctive qualities not only define it sharply, but also suggest that it must be approached differently. To illustrate:

AGE IT'S YOUNG. **Median age of women readers is 28.5 years – at least 8 to 10 years younger than that of the readers of any major weekly or bi-weekly.**

EDUCATION HIGH SCHOOL **rather than college. Readers leave school earlier, marry sooner than white-collar women.**

FAMILY STRUCTURE DIFFERENT. **While the man is emotionally dominant, it's the woman who has almost sole control over the family budget and spending.**

FAMILY SIZE LARGER. **Between 60 and 70 more persons per 100 households than the women's service magazines. More children, more young children.**

SOCIAL STATUS "WELL-OFF" WORKING CLASS. **TRUE STORY families are Wage-Town families with more "loose money" to spend than other social groups. They have no burning desire to get "above their social class."**

WHY IS A DIFFERENT APPROACH INDICATED?

You have to know people to sell them. And the more you know about what makes them tick... their backgrounds, outlook, drives, goals... the better you're able to reach them. The unique nature of TRUE STORY's Wage-Town audience is thoroughly explored in these easily readable brochures, which are derived from various enlightening studies. Send for them now!

THE INVISIBLE WALL
An Analysis Of The Role Of Social Class Placement In Mass Selling

THE GOLDEN TRIANGLE
A Comparison Of The Roles Of TRUE STORY And Tv In Wage-Town Homes

PERSONAL INFLUENCE
A Resume Of A Major Study Of The Flow Of Influence In Our Society

THE FAMILIAR STRANGER
A Description Of The Reader As Consumer What Motivates Her! How!

WAGE-TOWN, U. S. A.
A Sociological And Statistical Digest Of A Particular Market

TODAY'S AMERICAN MARKET
A Revealing Statistical Abstract Of Today's Economy

FOR GREATER PROFIT...SELL THE WAGE-TOWN MARKET!

UNIQUE!

TRUE STORY reaches and sells the huge, profitable Wage-Town market as no other magazine can! For example:

92% of TRUE STORY's primary households are MISSED BY Saturday Evening Post!

90% of TRUE STORY's primary households are MISSED BY Life!

87% of TRUE STORY's primary households are MISSED BY Look!

AND

77% of TRUE STORY's primary households are MISSED BY ALL THREE of these magazines, combined!

YES...THE WAGE-TOWN MARKET IS DIFFERENT... IS UNIQUE. Put...keep...increase your advertising in the magazine which—in numbers, in prestige, in sales performance—is the leader in Wage-Town!

Sources: Starch 1960; Social Research, Inc.; Katz and Lavarsfield

True Story

205 E. 42nd St., New York, N. Y. 221 N. LaSalle St., Chicago 1, Ill. 444 Market St., San Francisco 11, Calif.

Just the facts, man*

WJIM-TV has 49 out of the top 50 highest rated shows!

* Lansing Nielsen, Feb., 1960

COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to exclusively serve LANSING.... FLINT.... JACKSON

Basic CBS

Right Packaging Vital in Marketing of Groceries: King

LOS ANGELES, July 26—Faced by narrowing profit margins, food market operators are more and more setting up standards to insure that packages help maintain profits, Roy M. King, editor of *Food Field Reporter* and *Food Topics*, told members of the Western Packaging Assn. here last week.

■ Mr. King said surveys show 57.86% of the total cost of doing business in a market is labor and rent, and package design must take this into consideration. This leads to an increasingly critical evaluation of master shipping cartons and the consumer package, he noted. In this analysis, space and labor saving devices are of prime importance.

Cited as good packaging ideas were easy opening cartons, well-identified shipping cartons, multi-unit packages, properly placed price marking areas, and single layer shipping cartons which are more easily utilized for display, thus cutting labor cost.

■ Mr. King said it is estimated 70% of the master cartons of food products suffer from inadequate case marking. This not only results in costly wrong deliveries, but can also mean out-of-stock in markets which get wrong orders.

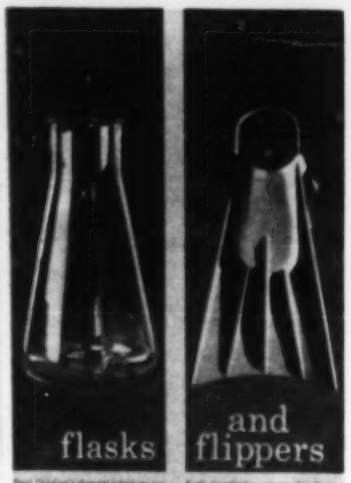
He said too often package design overlooks the manner in which the package will be displayed, pointing out that not all products are displayed in the same manner. It is also true, he noted, that a product which looks good on the shelf, may not look good in a display.

Products initially designed for sale in stores where there are sales persons frequently are poorly marked for self service, Mr. King observed. Mentioned specifically were hair nets, purchased in terms of color, and baby pants, where size is important. Such information should be readily visible to the shopper, but often is not, he said. Overwraps of film can also make it difficult to read information because of the glare they cause, he added.

■ Mr. King said it should be considered that a number of products are displayed with only the end in view on the shelf. Specifically mentioned were foil wraps, spaghetti products, and cake mixes. Unfortunately, he noted, many packages do not carry the necessary information including promotion of deals on their ends.

Mr. King said outserts on top of a container are not good. Citing a recipe placed on top of Minute Tapioca, he pointed out that the recipe covered the price spot, so that the store markers put the price on the recipe. Many customers removed the recipe, and thus the price also, causing difficulties at the check stand.

■ Consumer premiums on the package can be troublesome. They are difficult to handle, require extra space, and present pilfering problems, he said, mentioning specifically a Stripe toothpaste premium of Scotch tape, which, he said, led to much pilferage. #

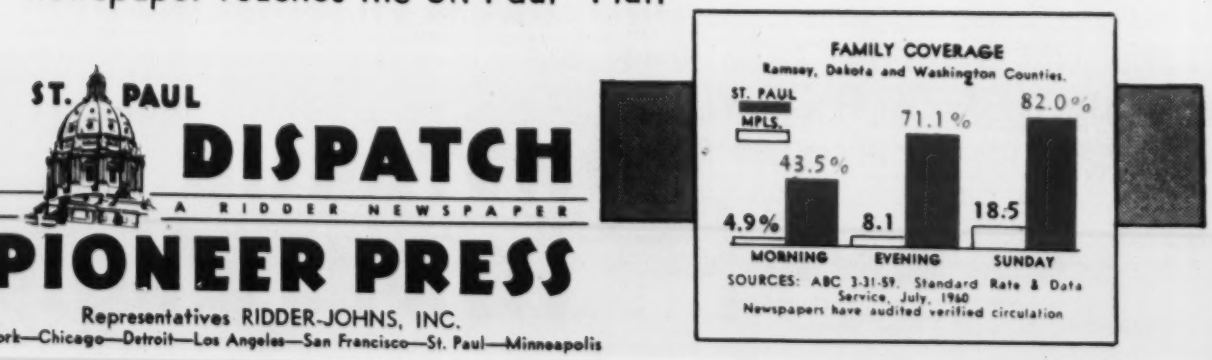


ALLITERATIVE—*The South Carolina Development Board has launched a drive in business publications using alliterative heads—"Bearings and Birdies," "Ships and Shores"—like the above. McCann-Marschalk got the $175,000 account last spring (AA, March 21).*

THE 14th MARKET IS "TWINS"

But YOU NEED SECURITY ON BOTH BANKS

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"



ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

When you want to advertise to men who buy things in manufacturing plants, consider that there is only one businesspaper that (1) aims its circulation only at manufacturing, and (2) that deals editorially only with the ideas and equipment and management techniques needed by the men who manage plant operations in manufacturing:

FACTORY, A McGraw-Hill Publication (ABC-ABP) 330 West 42nd Street, New York 36, New York

PHOTO REVIEW OF THE WEEK

Knapp Weber McCarthy Bleser

UNITED PUSH—*Under comparison here is the original art for the outdoor poster to be used for next fall's 2,200 United Fund and Community Chest drives. August (Gus) Bleser Jr., artist at Batten, Barton, Durstine & Osborn who has created the United Way poster art for the last three years, shows this year's version to George L. Knapp Jr., of Tulsa, first vice-chairman of the Outdoor Advertising Assn. of America; Henry Weber, associate executive director of United Community Funds & Councils of America; and Barry McCarthy, vp of BBDO, volunteer agency for United Community Campaigns.*

Brewer Watters Moore

MOOSEHEAD WINNER—*Thomas E. Brewer, president, California Hydronics Corp., San Francisco, is the winner of the Ucon Refrigerants Moosehead contest. He chose to take the alternate prize of a $500 U.S. savings bond to the moosehead, as did the winning wholesaler, Byron E. Watters, vp in charge of refrigerants, Pacific Metals Co., San Francisco. Awarding the bonds is Ralph D. Moore, Oakland, Cal., representative of Ansul Chemical Co., co-sponsor of the contest with Union Carbide Chemicals Co. Entrants had to complete the sentence: "I want to win a motheaten moosehead because . . ."*

NOVEL DECOR—*This scene is laid in the conference room of the Seattle office of Botsford, Constantine & Gardner. It doesn't mean the agency is papering its walls with its clients ads. The agency does this each time it runs a four-color newspaper insertion for Olympia Brewing Co. and it checks the tear sheets against the original engravers proof for consistency and competitive reproduction quality. Doing the checking here are Doug Murray (right), art director, and Ed Johnston, production manager.*

Martin DiSantis Lipstreu Smeraldi

NEW CLUB, NEW OFFICERS—*Officers of the recently formed Cleveland Academy of Advertising Artists are Mario DiSantis, Creative Art Inc., president; Roy Lipstreu, Lipstreu Studios, vp; Robert Martin, Artists Studios, secretary; and Anthony Smeraldi, Allegro Art Inc., treasurer.*

FLOWERY AWARD—*Kennard G. Keen (right), president of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, accepts an award for his agency and its client, Drexel Furniture Co. from the Society of American Florists & Ornamental Horticulturists. Oscar G. Carlstedt, of the society, makes the presentation. The award was for outstanding use of flowers and plants in national advertising.*

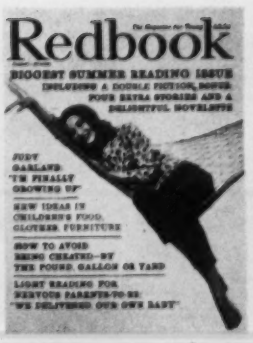
MINUTE MAN—*Middlesex Mutual & Lynn Mutual Fire Insurance Companies, Concord, Mass., is using a series of trade publication ads, with the ad on left appearing on the right outside column of the page, the ad at right will be on the left outside of the flip page. Jules L. Klein Advertising, Pittsfield, Mass., is the agency.*

Graves Culberg

MAN OF YEAR—*Jack J. Culberg, marketing vp, housewares division, Ekco Products Co., Chicago, receives traditional brown jug to signal his selection as housewares man of the year for 1960 by the Southeastern Housewares Club. Howard C. Graves, assistant sales manager, Beck & Gregg Hardware, Atlanta, and president of the club, makes the award.*

Get a Redbook!

Redbook's climbing fast. First nine months' advertising linage is a soaring 21.3% above last year's. Aboard this year are the maharajahs of the marketplace: General Foods, A. T. & T., Best Foods, Shulton, Kraft, International Silver, Heinz and such, who have learned to pick media, not magic, to move goods. To reach 3,100,000 need-more, buy-now families, to get to the greatest concentration of moving-up Young Adults, don't go horse and buggy. Get a Redbook—the magazine that's moving—way up in space. Redbook...The Magazine for Young Adults. Up 21.3% in 9 months...!


Redbook
BIGGEST SUMMER READING ISSUE
JUDY GARLAND "I'M FINALLY GROWING UP"
NEW IDEAS IN CHILDREN'S FOOD, CLOTHES, FURNITURE
HOW TO AVOID BEING CHEATED—BY THE POUND, GALLON OR YARD
LIGHT READING FOR NERVOUS PARENTS-TO-BE: "WE DELIVERED OUR OWN BABY"

Another exciting publication of THE McCALL CORPORATION, 230 Park Avenue, New York 17, N.Y. Murray Hill 6-4600—and Chicago, Boston, Los Angeles

HIGH RATED
LOCAL PROGRAMMING
★★TOP★★
AVAILABILITIES IN THE LARGEST FILM LIBRARY IN THE MARKET!
CALL BLAIR
Television Associates

MILWAUKEE
witi
CBS NETWORK
-tv
TV Capital of Wisconsin

the STORER station backed by 33 years of responsible broadcasting

CHANGING SCENE—*New Orleans admen observe this lighted outdoor spectacular made up of translucent plastic triangles which revolve to feature three different advertisements. The exhibit was part of a special tour given by Industrial Outdoor Displays of New Orleans.*

Stevenson Moves Offices

Stevenson & Associates, Minneapolis, has moved to the First National Bank Bldg.

Industrial Outdoor Demonstrates New Display Techniques

NEW ORLEANS, July 27—A preview of new developments in outdoor advertising was given here recently when Industrial Outdoor Displays of New Orleans opened the doors of its plant for three days for special tours titled, "Signs of the '60s."

Among the new developments shown were:

- An interior-lighted outdoor spectacular made up of translucent plastic triangles which revolve to feature three different advertisements.
- Interior-lighted plastic poster panels utilizing copy produced on long-lasting transparent mylar plastic.
- Product identification signs fabricated of steel tubing to outline bottle forms, 45' tall.
- The versatility of the animated triangle display was demonstrated for the area advertising men. The 25' length of the sign is divided into 16 panels, each 18¾" wide. Each panel consists of a triangular form with three translucent plastic faces lined with fluorescent tubes. The triangles revolve in a cycle permitting nine seconds of uninterrupted viewing time for each poster subject. #

Brown, Lovejoy Promoted by 'Sales Management'

Sales Management, New York, has promoted Randy Brown, formerly sales vp to exec vp. He will continue to head the sales division. C. E. Lovejoy Jr., western general manager, has been named associated publisher. He will continue as western manager, but will operate from New York as well as his former headquarters, Chicago.

New Ad Rates for 'CMD'

Current Medical Digest has announced an advertising rate increase, in line with a circulation gain, effective with the January, 1961, issue. The Williams & Wilkins publication is adding 6,500 residents in internal medicine and 800 residents in general practice to bring its circulation up to 145,000. The one-time rate will move up from $720 to $820.

Baker to Crow Publications

Frank Lyle Baker has joined C. C. Crow Publications, Portland, Ore., as marketing director. Mr. Baker was formerly with Chapman Lumber Co., Portland. Crow has moved to larger quarters at 115 S.W. Fourth Ave., Portland.

Muller Joins 'Look'

Frank Muller, formerly with Bristol-Myers Co., has joined *Look*, New York, as assistant manager of markets and merchandising.

Follow the LEADER
in Philadelphia
and its suburbs

In the city of Philadelphia and in the suburbs of Philadelphia—there's just one leader.

It's The Evening Bulletin.

In circulation—

The 1959 A.B.C. Audit Report shows that The Evening Bulletin leads by 145,637 in 14-county Greater Philadelphia.

In readership—

The 1960 National Analysts survey shows that The Evening Bulletin leads by 351,000 adults in homes with telephones in Greater Philadelphia. And there are more Evening Bulletin adult readers in homes with telephones in the suburbs than in the city of Philadelphia.

The National Analysts study shows 690,000 Evening Bulletin readers in the city and 710,000 in the suburbs. Combined, the total is 1,400,000 Evening Bulletin adult readers in homes with telephones in Greater Philadelphia.

Here's how The Evening Bulletin leads in adult readership in homes with telephones:

EVENING BULLETIN LEAD OVER MORNING INQUIRER
205,000 or 42% MORE in the city
146,000 or 26% MORE in the suburbs
351,000 or 33% MORE in Greater Philadelphia

Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership
. . . in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14 county Greater Philadelphia A.B.C. City and Trading Zone

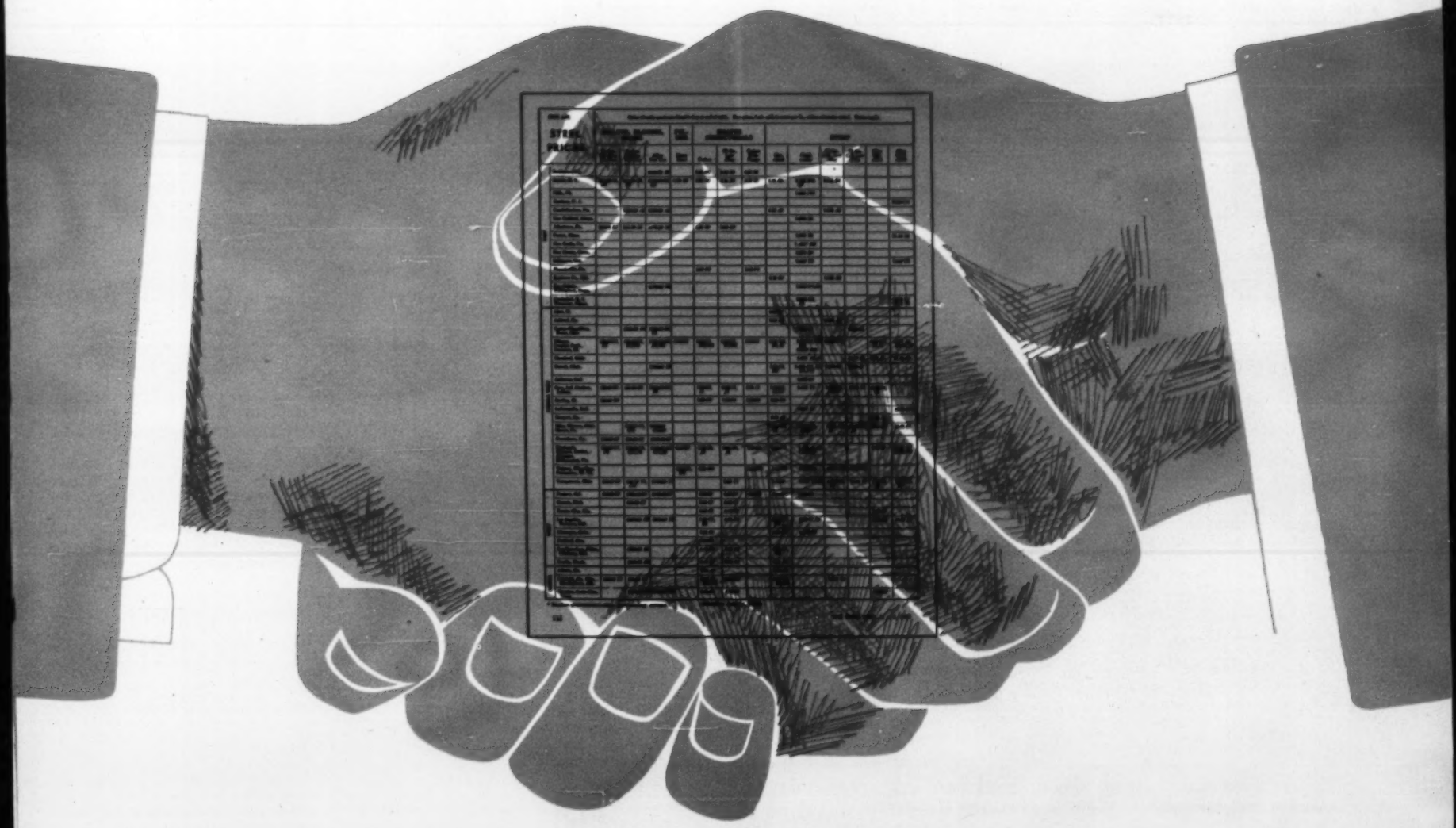
"Prices to be those quoted by the Iron Age..."

IRON AGE

a chilton publication

Few magazines are so respected by the industry they serve that their names turn up in business contracts. Yet it isn't at all uncommon to find the phrase, "Prices To Be Those Quoted By The Iron Age . . ." in long term metal purchase agreements. As a result, page proofs of the prices section are kept behind closed doors prior to date of publication.

That kind of respect is won only by consistent editorial leadership. And editorial service to the reader is the best service a magazine can render its advertisers.



CLEVELAND
WJW TV
MORE MOVIE AUDIENCE THAN ANY OTHER STATION!

the **STORER** *station backed by 33 years of responsible broadcasting* • CALL KATZ

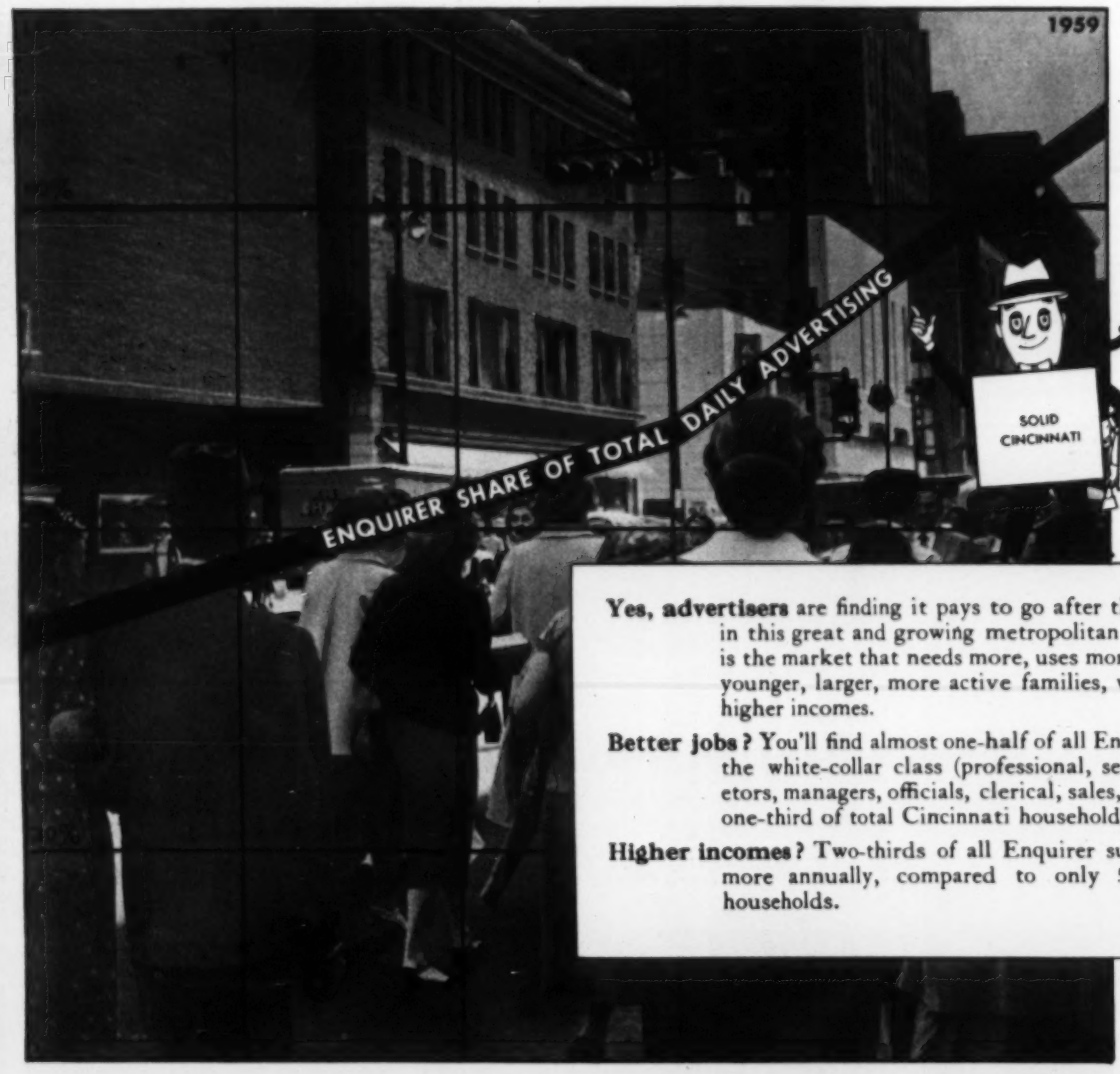
Four A's Booklet a Best-Seller

The latest best seller among agency people is the booklet "What Advertising Agencies Are—What They Do & How They Do It." Written by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, and published by the Four A's, the booklet sold out only ten days after publication. A second printing of an additional 5,000 copies has been authorized. Single copies are available free to business people who make their requests on a business letterhead to the American Assn. of Advertising Agencies, 420 Lexington Ave., New York.

Koeves to Motivation Dynamics

Dr. Tibor Koeves, formerly vp of the Institute for Motivational Research, Croton, N. Y., has become a partner of Motivation Dynamics Inc., Mohegan Lake, N. Y., research company established earlier this year by Albert Shepard, another former executive of Dr. Ernest Dichter's research company.

It pays to go after the market-that-matters in Solid Cincinnati



Yes, advertisers are finding it pays to go after the market-that-matters in this great and growing metropolitan area. The reason? This is the market that needs more, uses more, spends more. It's the younger, larger, more active families, whose better jobs mean higher incomes.

Better jobs? You'll find almost one-half of all Enquirer subscribers are in the white-collar class (professional, semi-professional, proprietors, managers, officials, clerical, sales, etc.), compared to only one-third of total Cincinnati households.

Higher incomes? Two-thirds of all Enquirer subscribers earn $5000 or more annually, compared to only 53% of all Cincinnati households.

This solid *market-that-matters* makes a solid dollars-and-cents difference in advertising effectiveness, as more and more advertisers are finding out. And nothing reaches and influences this market like the Cincinnati Enquirer. You'll learn more about Solid Cincinnati from the latest Top Ten Brands survey. Write, wire or phone The Enquirer's Research Department for your copy.

Represented by Moloney, Regan & Schmitt, Inc.

Government Sets Probe of British Broadcast Field

Future of BBC, ITA to Be Weighed; Also Commercial Radio

LONDON, July 26—Sir Harry Pilkington, 55-year-old boss of the Pilkington glass empire, is to head the government-appointed committee of inquiry into the future of broadcasting in Britain.

Postmaster General Reginald Bevins told the House of Commons last week that the names of the other committee members would be announced as soon as possible.

At the same time he announced that the government had decided to extend the charter of the British Broadcasting Corp. from June, 1962, to July, 1964. That brings it into line with the charter of the commercial Independent Television Authority, whose charter also expires in July, 1964.

The Pilkington committee will (1) consider the possibility of television for public showing, (2) advise on future services to be provided by BBC and ITA and (3) recommend what additional services should be provided.

■ It also will deal with such questions as a third, or even a fourth, television channel and will recommend whether it should be operated by either of the existing bodies or by a new body.

Other questions coming within its province will be the definition system to be used for television—the present 405 lines or the continental 625 lines or some alternative to both; the introduction of color television and the advisability of commercial radio.

■ Sir Harry is a director of the Bank of England and of a number of companies, chiefly in the glass industry. He was chairman of the royal commission on doctors' and dentists' remuneration.

In his own right he is a television "personality," having been impressive in a series of BBC programs selecting the winners of a newspaper contest who would be helped to own their own businesses.

The magnitude of the task before the Pilkington committee may be judged by looking back at the work of its predecessor, the Beveridge committee. That body, appointed in 1949, sat for two years considering testimony contained in 24 memoranda totaling nearly 250,000 words.

It is a safe bet that the volume of advice, information and special pleading submitted to the Pilkington committee will be even more impressive.

■ In 1949 the Beveridge committee dealt only with one organization's future—the BBC. Now there is also the ITA, plus at least a dozen program contractors who supply the programs and sell air space and who will want to have their say.

In 1949 there were only 1,000,000 television licenses; now there are 11,000,000.

In addition, the various powerful groups formed to advance the cause of commercial radio will want to put their case to the committee. #

Two Join Basford Copy Staff

Dorothy Maskaleris, formerly with International Nickel Co., and Vernon Mackie, formerly copy chief of S. Groden Inc., have joined the copy department of G. M. Basford Co., New York.

Photo: Louis Renault

JAPAN BY HELICOPTER. From "The Pleasures of Pacifica"...a Travel Feature in August ESQUIRE.

Under the direction of Travel Editor Richard Joseph, ESQUIRE'S travel pages have received *nine* TWA Awards for the best magazine coverage of travel and transportation; and on the three occasions that the American Society of Travel Agents decided to honor magazine travel writing, ESQUIRE received this Award each time "...in recognition of outstanding public service in the furtherance of foreign and domestic travel."

AUTHORITY IN A MAN'S WORLD

Selling to the Outdoors Sports Market?

Then you will want to know more about FISHING TACKLE TRADE NEWS—the National Business Publication Specializing in the Outdoor Sports Field.

While FTTN is only eight years old—our experience in outdoor sports advertising, merchandising and marketing goes back to 1931—nearly 30 years of continuous contact with the Outdoor Sports Market.

If you have a product that can be marketed through 10,441 specialized key retailers of outdoor sports products who regularly receive FTTN, and their 1,081 jobbers, we would like to talk to you. We can give you the benefit of our many years of experience in this field, of our numerous personal contacts among dealers, jobbers, sales agencies and salesmen.

Write to Fred E. Owens, *publisher*.

FISHING TACKLE TRADE NEWS
P. O. Box 238, Wilmette, Ill.

Orbit Moves to Donaldson

Orbit Instrument Corp., Syosset, N. Y., has appointed Donaldson Associates, Huntington, L. I., to handle its national trade advertising and publicity for Orbit's line of miniature and sub-miniature servo repeaters, precision clutches, brakes, module packages, gear heads, indicators and differentials.

Huntingdon Mills to Goodsett

Huntingdon Mills, Philadelphia sweater manufacturer, has appointed Henry S. Goodsett Advertising, Philadelphia, to handle its advertising. The Seymour Ullman agency, New York, formerly handled the account.

Simon to Television Research

Stephen I. Simon, formerly a tv producer with Compton Advertising, has been appointed director of client services of Television Audience Research, the new commercial research division of NTA Telestudios, New York.

STARCH TOPPERS—*Leading the Starch National Outdoor Ratings for the four weeks ended June 8 was a poster by Standard Oil Co. (Indiana)—"Ladies Love Us"—with a copy performance index of 81. Second was a Sunbeam bread poster (73), and third, Wrigley's gum (61). The seven other top posters were Chevrolet Corvair (55); Coca-Cola (53); another Standard Oil Co. (Indiana) entry (52); Budweiser beer (48); Zee toilet tissue (47); Seven-Up (47); and Coca-Cola King Size (46).*

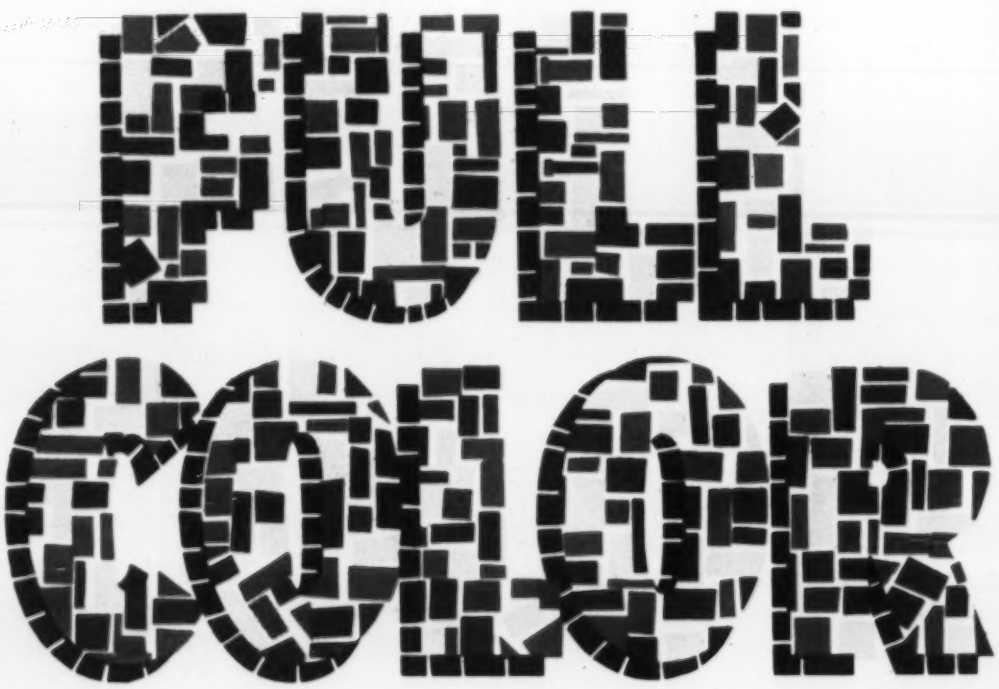
Ghent Oertel Publishes '200 Contemporary Colors'

"200 Contemporary Colors," a two-color reference book for the graphic arts industry, has been published by Ghent Oertel & Associates, Houston. In the guide, each of the 200 colors is shown in 100 screen combinations with black, a bar of solid and nine screen percentages of the color itself. Special sections are devoted to tan metallic colors including silver, gold and bronze. Also each color has been formulated with code numbers appearing on every page. Additional information on the reference book, available in two volumes, one printed on enamel stock and the other on offset vellum, may be obtained from Ghent Oertel & Associates, 3520 Montrose Blvd., Houston.

Mellanson Joins 'Mademoiselle'

Donald E. Mellanson, formerly with *TV Guide*, has joined the sales staff of *Mademoiselle*, New York.

Now available



BLACK AND 3—BLACK AND 2
IN FULL PAGE UNITS ONLY

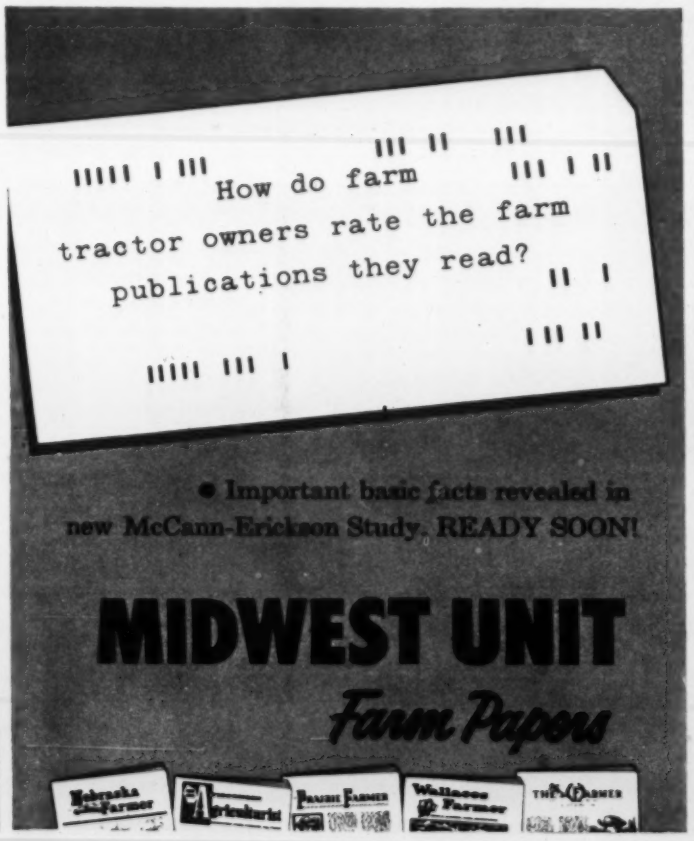
Tuesday Evening — Wednesday Morning
Thursday Evening — Friday Morning

Black and 1 color available Monday through Friday
(minimum size 1000 lines)

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 413,882 — Sunday 317,989

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

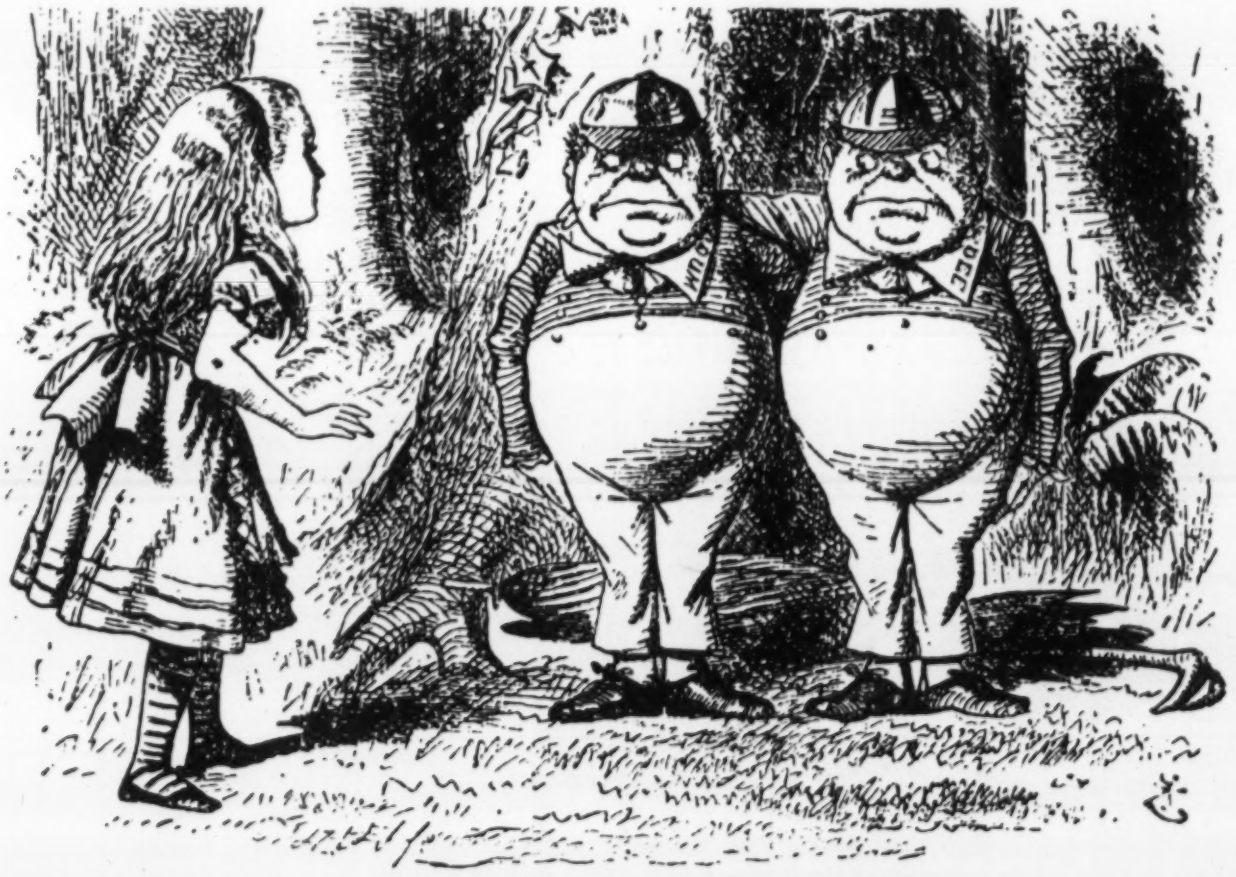


Alice in Numberland

Chapter I

Tweedledum and Tweedledee

"They were standing under a tree, each with an arm around the other's neck, and Alice knew which was which in a moment, because one of them had 'DUM' embroidered on his collar, and the other 'DEE'."



Do claims of competing media sound as alike as Tweedledum and Tweedledee? If so, we suggest basic comparisons that will reveal *big* differences . . . differences that are vitally important to you in reaching and selling the metalworking market. For example . . .

Compare PRODUCTION's circulation to all other metalworking publications. You'll find that 99.1% of PRODUCTION's total circulation of over 31,000 readers is concentrated in actual metal-*working* plants. The average for other "metalworking" magazines is only 71.9%! Clear proof that PRODUCTION alone is *the* full-time magazine of manufacturing.

Compare, too, PRODUCTION's unmatched and highly realistic circulation balance of nearly two engineering men to each manufacturing management executive. Add to this the fact that PRODUCTION's restrictive circulation policy allows copies to be sent to the reader *only* at his *company* address – guaranteeing unparalleled pass-along readership. In addition, over 99% of all PRODUCTION subscriptions are addressed not in the company name, but to the individual by name and by title . . . a total package providing PRODUCTION advertisers unsurpassed efficiency in selling to the men who make the buying decisions in the plants which buy over 85% of all metalworking equipment, materials and supplies.

Let us help you take the Tweedledum-Tweedledee out of media statistics. Comparison charts, based on sworn BPA and ABC figures, are yours upon request. Want more proof that PRODUCTION reaches your markets effectively? We'll conduct a special survey—at our cost—directed to your customers and prospects. We're confident it will prove to you that PRODUCTION is an exciting, useful and effective supplement to your sales efforts. Call your PRODUCTION representative or write us direct.

PRODUCTION

the magazine of manufacturing

Bramson Publishing Company, Box 1, Birmingham, Michigan

PERSONAL SERVICE

Knowledge of the media fields he serves is a prime requisite for the Farley Company representative. The broad experience he has gained through contact in specialized business markets and his sincere desire to make this experience available to you is his distinguishing mark of service.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Coder Elected President

Robert Coder, Harry M. Miller Advertising Agency, has been elected president of the Central Ohio chapter of the Assn. of Industrial Advertisers, Columbus. Other newly elected officers include Eugene J. Hameroff, Hameroff & Smith, 1st vp; Larry O. Dussault, Acro division of Robertshaw-Fulton Controls Co., 2nd vp; Robert Davis, Tectum Inc., secretary, and Wayne Rhodes, Southard Printing Co., treasurer.

Neuhoff, Perkins Open Shop

Communications Consultants, a new advertising agency specializing in broadcast media services, has been opened at 1330 Beacon St., Brookline, Mass. Principals are Evan D. Neuhoff, previously assistant advertising and sales promotion manager of WBZ-TV, Boston, and Joseph H. Perkins, formerly an account executive with Silton Brothers, Callaway Inc., Boston agency.

Goren Pickens Richer McNaughton

CHAMPIONSHIP SHOW—*Shwayder Bros., Detroit, maker of Samsonite folding furniture, has signed as one of the sponsors of "Championship Bridge," over 200 ABC tv stations starting in October. The company will name its Samsonite furniture line Championship Bridge furniture. Shown here are Charles Goren, bridge authority; Arthur Pickens, producer of the show; Howard D. McNaughton, Shwayder advertising director, and E. R. Richer, vp and secretary, Grey Advertising Agency, Shwayder's agency.*

How to make maidens willing (to buy)

It won't do any good to corner the market in roundhouses, or sew up every sawmill in sight. The modern maiden is past-mistress of such crude contretemps.

If you want her to buy your line, you'll have to convince her it will serve her individual purposes, whether to save time and money, or to catch and hold a man.

When it comes to speaking to individuals—maidens, matrons and misters—on a mass basis, no medium serves better than Mass Mail. This versatile medium combines the selectivity and intimate appeal of a personal letter with the broad coverage of other mass media.

Lemarge is one of the pioneers of Mass Mail. We've refined and sharpened the techniques of market and product testing and research to a near-science. On the basis of small economical tests, returns from each advertising dollar can be accurately predicted.

Our knowledge recently helped a new and different type of cook book to an overwhelming pre-publication sale. We knew the maidens and matrons who needed it, how to convince them, and the fastest, most effective way to get the message to them.

Whether you're selling cook books or cruisers to the consumer market, chances are we can do as well for you.

LEMARGE *Mass Mail Specialists*

Lemarge Mailing Service Company • 417 South Jefferson St., Chicago 7, Illinois

Gamble-Skogmo Sells Western Auto Share After Justice Order

WASHINGTON, July 26—Gamble-Skogmo has sold its interest in Western Auto Supply Co. in compliance with anti-trust action initiated by the Justice Department.

The government's complaint, filed April 1, charged that Gamble-Skogmo, Minneapolis, and its president, Bertin C. Gamble, acquired a controlling stock interest in Western Auto, Kansas City, in August, 1958, for the purpose of eliminating competition between the two companies.

■ A consent judgment entered into with the Justice Department came after Gamble-Skogmo had sold all financial or stock interest, direct or indirect, in Western Auto. The company was prohibited from any future connection with Western, and enjoined from exchanging information or trade secrets which are not available to competitors. #

Five Buy 'Two Faces West'

Screen Gems, New York, has sold its new series, "Two Faces West," to five advertisers for showing this fall. They are Standard Oil of Texas (White & Shuford Advertising) for six markets in the Southwest; Adolph Coors Co. (Revill J. Fox & Co.) for Denver and Colorado Springs, Colo., Yuma, Ariz., and El Paso, Amarillo and Midland-Odessa, Tex.; Labatt's Beer (Ellis Advertising Co.) for Rochester, Buffalo and Watertown, N. Y., and Erie, Pa.; Drewrys Ltd. (MacFarland, Aveyard & Co.) for Grand Rapids and Flint, Mich., and Cedar Rapids, Ia.; and Miles of California (Wade Advertising) for San Francisco and other West Coast markets to be added. The series has been sold in 115 markets.

Hersh Joins Karl Thall

Burt Hersh, former art director of Black Starr & Gorham, has joined Karl Thall Advertising, New York, as art consultant and account executive.

Expect BIG RESULTS in a SECOND*

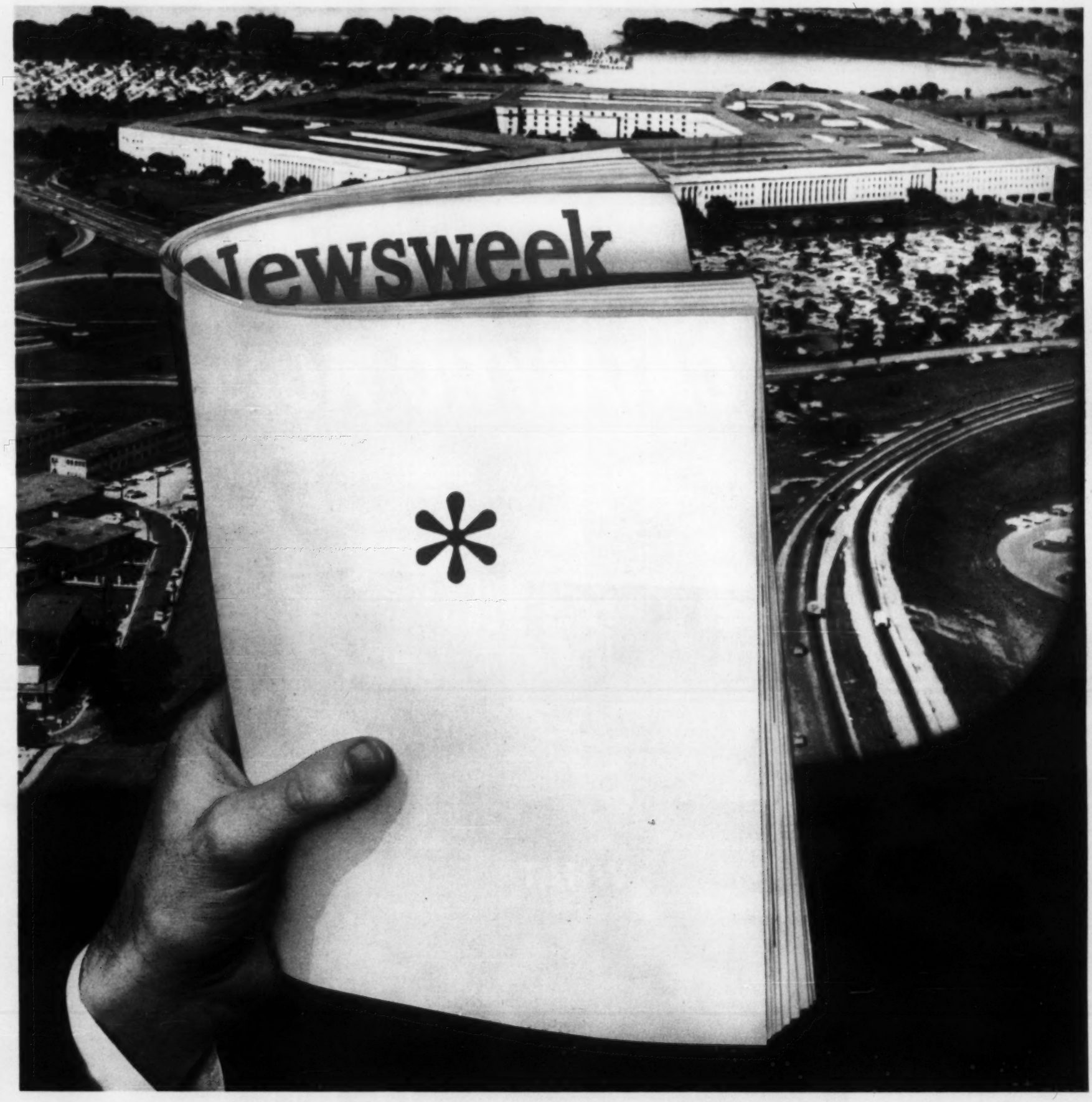
*WISCONSIN'S GREAT 2nd METRO MARKET
GREEN BAY-APPLETON INTERURBIA

FACT #7 GAS STATION SALES, $21,137,000.
(Sales Management Survey of Buying Power, 1960)

Saturate This Great Market with One Low Combination Rate

GREEN BAY PRESS-GAZETTE
APPLETON-NEENAH-MENASHA POST CRESCENT

Represented By SAWYER-FERGUSON-WALKER Co., Inc.



*You're sure of more when you show up here

Of the many persons in America's defense establishment, a select group makes the top decisions. To talk to *more* of these key officials, put your advertising in NEWSWEEK. Interviews with 572 of these influential individuals reveal that, within a two-week period:

* *Of the key officials within the National Aeronautics and Space Administration, 49% read* NEWSWEEK *... 42% read* TIME *... 24% read* U. S. NEWS & World Report.

* *Of the key officials in the Office of the Secretary of Defense, 72% read* NEWSWEEK *... 68% read* TIME *... 42% read* U. S. NEWS & World Report.

* *Of the key officials in the Army, Navy and Air Force Departments, 57% read* NEWSWEEK *... 55% read* TIME *... 41% read* U. S. NEWS & World Report.

Study conducted by Walter Gerson and Associates, Inc., Washington, D. C.—1960

Why is NEWSWEEK the choice of such a high proportion of these important, decision-making people? Possessing the same broad interests as their counterparts in industry, they prefer NEWSWEEK's *complete* news coverage. Having the same type of independent minds, they choose NEWSWEEK's *fair*, unslanted reporting. For the names of those queried, plus all survey facts and figures, ask the NEWSWEEK office nearest you.

The world-wide newsweekly for communicative people

ABC—*Hough Bakeries, Cleveland, is using a series of ads in the Cleveland Plain Dealer women's pages every Wednesday on the "ABCs of Good Eating." A letter of the alphabet will be used in each ad to tie in with a Hough product.*

'Penrose Annual' Editor Hits Those Who Snub Ad Art

NEW YORK, July 28—A spirited defense of advertising art against snubs of esthetic snobs features the new "Penrose Annual," a review of the graphic arts, will be published here this week by Hastings House.

In an introduction, Allan Delafons, the editor, discusses "art and advertising," pointing out that "pictorial art (and the typography that accompanies it) must be intended to communicate something of a specific nature to members of a particular group. Its effectiveness should therefore be judged according to the manner in which it performs that process."

■ Striking out against the art-for-art's-sake school, Mr. Delafons says: "The self-appointed arbiters of elegance are too frequently vocal in print, and too conspicuously lack humility in what they say. They are enabled to reach too big an interested audience and so exert an influence that is disproportionate to the validity and wisdom of their opinions. What they say is not always free from professional interest in a particular kind of esthetic."

Mr. Delafons points out that two illustrated articles in the current edition—reviews of ethical drug advertising and print advertising done by British commercial television companies—are effective answers to the "indictment of graphic design in Britain."

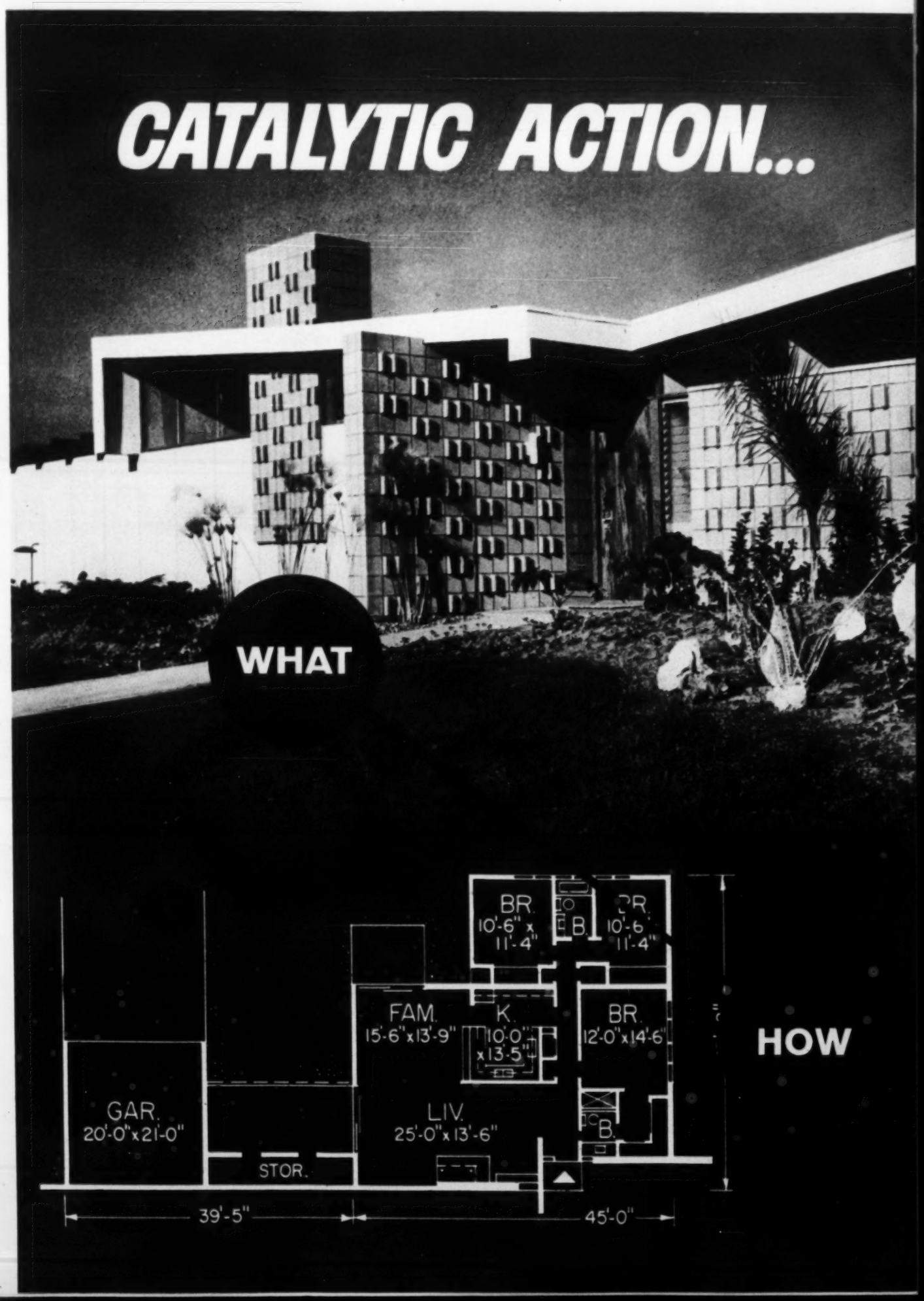
■ Kenneth Garland, art editor of the British magazine, *Design*, contributes an incisive review of design trends in graphic arts during the 20th century. He contrasts the modern American school—as exemplified by Designer Saul Bass—with the modern Swiss school—as exemplified by Designer Karl Gerstnerf. (Mr. Bass is known for his free letter forms, used in the advertising and credit titles for a number of recent motion pictures: "Bonjour Tristesse," "Anatomy of a Murder" and "Exodus.")

Mr. Garland finds that the American designers rely "more on empiric solutions" and have "an enlarged and highly sensitive awareness of the rights of the individual and distrust any move towards standardization and regimentation."

The Swiss school he finds based on "theoretic solutions," with its designers tending "to coordinate, to simplify, to integrate."

Speaking to British graphic designers, Mr. Garland suggests: "We have the opportunity of combining the exuberance of the Americans with the orderliness of the Swiss into something perhaps more serviceable than either."

■ One of the striking features of the new Penrose edition is a "Report on Poland" by Charles Rosner. The reproductions of posters, book jackets and book illustrations by modern Polish artists



carson/roberts/inc
wants a
MARKETING-ACCOUNT MAN
with specific experience
in cosmetics and
allied packaged products.
please send resume;
reasons why you are
the man for job and this
particular group; to ralph carson,
8811 alden drive,
los angeles 48

show, as Mr. Rosner points out, a great deal of "imagination and free expression."

Among the other articles in the edition are: A report on the Chap books printed by the U. S. Typophiles, authored by Paul A. Bennett, typographic promotion manager of Mergenthaler Linotype Co., New York; "The Wallpaper Designs of William Morris"; changing newspaper formats in Britain; "Printing Transparent Wrappings," and several technical pieces on such topics as newspaper facsimile equipment, registration of preprinted gravure webs and electronics in color printing.

■ Finally, the volume closes with an article by D. M. Evans, an entomologist. Cloth-covered books in tropical climates often have rough discolored patches, generally attributed to mildew. Dr. Evans sets the record straight: "In fact, they are the results of cockroaches eating the starch filling. Varnishing the cover will prevent this. Insecticides will not as yet."

At the same time, Hastings House will publish "International Poster Annual," which is basically a collection of some 500 "outstanding examples of current poster art" from 25 countries.

"The Penrose Annual," now in its 54th year, is printed in England. "International Poster Annual," now in its 19th edition, is printed in Switzerland. Each volume sells here for $12.50. ≠

Hershey-Paxton Names Greene

Hershey-Paxton Co., Detroit agency, has named Nat Greene vp for merchandising and promotion. Mr. Greene was with Benjamin Paxton in their first agency operation as partners. More recently Mr. Greene has operated specialty shops.

SOME PUMPKIN—*Mars Inc., Chicago, unveils its new 1960 Halloween point of sale display featuring a large animated pumpkin in three dimensions.*

Co-ordinated Sues Farm House for Ad, PR Service Fees

Co-ordinated Marketing Agency, New York, has filed suit in New York supreme court against an ex-client, Farm House Frozen Foods Co., charging that the company owes it $22,300 for advertising and public relations services. The agency claims that Farm House defaulted on an agreement to pay Co-ordinated $50,000 for handling its account.

Farm House, maker of frozen pies, has entered a general denial of the charges. It has also asked dismissal of the complaint on the grounds that the bill of particulars is "deficient." The Farm House account is now handled by Smith/-Greenland Co., New York.

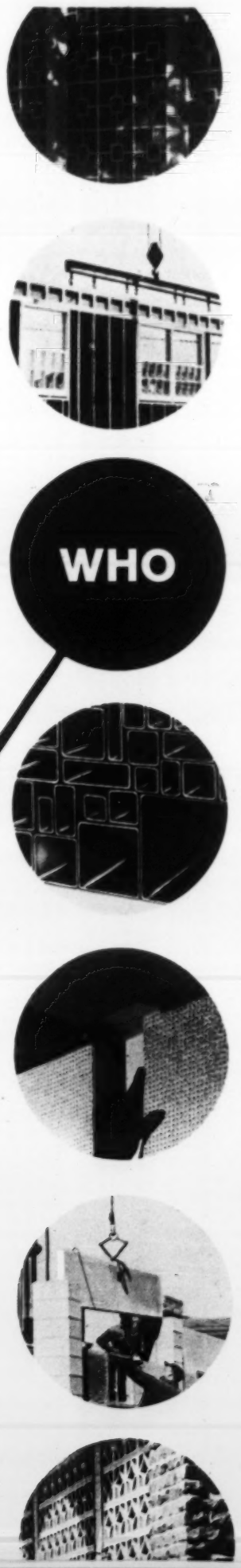
Dillett Named President of William Jenkins Agency

William Jenkins Advertising, Philadelphia, has elected Robert M. Dillett, treasurer since 1953, president, succeeding William Jenkins, founder, who becomes chairman of the board.

At the same time, William F. Grant, account executive and research director, has been named a vp, and Richard J. Look, who joined the agency in 1958, has been elected treasurer. Clare Kelley Russell, media director, has been named secretary.

Pierce's Renames Kastor, Hilton

Pierce's Proprietaries Inc., Buffalo, maker of Dr. Pierce's Golden Medical Discovery, has reappointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle its $250,000 advertising account. The agency handled this business from 1950 to 1957, when the account moved to Mogul, Williams & Saylor.



How The October Issue Can Be A Catalyst To Your Sales

Building professionals everywhere turn to American Builder's October Issue *before* they begin planning for the coming year. It speeds their decisions on *what* to build and *how* to build it — and in that way acts as a *catalyst* for sales.

Because it reports in depth the big change in builder thinking this year, the 1961 October Planning Issue will be an even greater aid to builder planning strategy than ever before. Based on 8 original surveys of more than 12,000 builders, it points out the significant, new directions in Land Planning, Financing, House Design, Products, Construction, Merchandising and Business Management.

This kind of information serves the *individual* builder best in his day-to-day operation. In addition, American Builder helps builders *collectively* — for example, its vigorous new "Breakthrough" series crusades for more favorable building conditions, attacks obsolete codes and practices that hamstring the industry.

On-target editorial coverage like this attracts the *largest* audience of active builders — and, as a result, more advertisers than any other magazine in the field.

Shouldn't your product be included?

THE BUSINESS MAGAZINE FOR BUILDERS

American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

They loved us in
Atlanta
Baltimore
Boston
Chicago
Cincinnati
Cleveland
Columbus
Dallas-Ft. Worth
Des Moines-Ames
Detroit
Houston
Indianapolis
Kansas City
Memphis
Miami
Minneapolis-St. Paul
Nashville
New York
Omaha
Philadelphia
Pittsburgh
St. Louis
San Antonio
Washington, D. C.

	Average Share of Audience *
ABC-TV	**37.1**
NET Y	**34.5**
NET Z	**28.4**

ABC Television

*Basis: Nielsen 24 Market TV Report, 3 network share of 24 market audience, 2 weeks ending July 10, 1960, 8-10:30 P. M., Monday through Sunday

Advertising Age

Feature Section

Comments on Agency Profits

How Retail Giants Will Grow Larger

Repetition Is Often Good Policy

Peeled Eye Finds a New Premium

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Hallelujah—I'm a Bum' . . .

End Misconception of Advertising as Show Business; Help It Keep Rightful Place as Selling Tool: Morgan

At a meeting of the Chicago Business Publications Assn. in June, Leon Morgan, president of The Buchen Co., bewailed the public's conception of advertising as show business, and charged that business and media "have gone along with the critics" instead of backing the advertising field. His speech is reproduced here in full.

By Leon Morgan
President, The Buchen Co., Chicago

If current newspapers, magazines, books and the investigations of our Solons in Washington are to be trusted, we all are bums. We in the advertising agency business, you in the publication field, everyone in radio and television—bums all.

Leon Morgan

The diatribes against advertising, most particularly those of intelligent, well-educated people, sound like some of the splenetic outpouring of that master of invective himself, Nikita Khrushchev. It has been amazing to me that some of us who are being characterized as bums, charlatans and rogues, have not risen in our wrath to challenge these defamers. And yet I have seen little attempt in the public prints to correct this erroneous impression. Even when some of our best-known speakers in the field of advertising who, in the main, cannot be regarded as reticent, have talked on this subject, I have found their comments spineless, their attitude temporizing—one of "Yes, but." True, there are some who have come out staunchly for advertising; one of these was Bryan Houston, president of Fletcher Richards, Calkins & Holden. In his speech before the Assn. of Industrial Advertisers last week he said that ". . . only the magnificent conceit of the advertising man allows him to take the blame for the immorality of show business." A very apt statement.

■ I come here today as a staunch believer in the power and success of advertising. I come to carry the torch, if you will, for advertising, for its importance to this country and for the untold good for which it is responsible.

When I was a boy, my father was in the same business that you gentlemen are, a publisher of magazines. So I was, in effect, born with printer's ink coursing through my veins.

As a boy, it was always my intention to go into the advertising profession because it called for imagination and creativity. I liked it because it was stimulating and interesting. I liked it because I felt it paid well and I could make use of what I fancied as writing talent to the best advantage.

But probably most of all, I was attracted to the advertising business because I believed then, as I do now, it was the mainspring of our whole economy. That mass production made this country great and strong; that mass production provided the many conveniences we all enjoy—of which no other country on earth can boast; that mass production obviously demanded mass selling, and that, simply translated, mass selling is advertising.

There's No Second Chance

Advertising must inherently be honest. You may cozen a consumer into buying a product once, but no bunk, false claim, or lies will sell that product a second time if the purchaser is not satisfied.

I am of the opinion that advertising is mainly responsible for the size of our markets, for the greatness of our country and for the comforts all of us enjoy.

I had been holding this concept before me like a Holy Grail for a good many years, when one day I picked up a book written by a man named Wakeman who purported to have been in the advertising business, and whose little opus was called "The Hucksters." I was appalled at the crudeness of the characters, at the triteness of the situations, at the poverty of the writing—but most of all, at the distorted view it gave of the advertising business. I could not believe that anyone would take such a conglomeration of misinformation seriously, yet I began to find people referring to me as a "huckster." I had lunch with our banker shortly after the book was published, and he asked me how the "huckster" business was. I refrained from making any remarks about Wall St. gamblers and tightfisted money lenders, realizing that the banking business, too, suffered from a distorted image in the public mind.

■ I do not mean to imply that Mr. Wakeman's book was important enough to be responsible for the current attacks that damn advertising. But since the publication of this book, I have rarely seen anything favorable to advertising in the public press. This seems a little odd to me, because certainly the lifeblood of all publications is advertising, and it would seem to me, that, in their own interest, newspapers and magazines (if they believe in our economic system) would spring to the defense of their advertisers. But so far, most of them have supinely gone along with the critics, and in many cases they themselves have jumped in the mud slinging with an almost unholy glee.

To Be Interesting, Be Destructive

It is an interesting phenomenon of the human mind that news reports, novels, articles, etc., cannot be interesting if they are not destructive. Were I to write a novel about Hollywood, I would people it with the worst possible heels, performing in the most outrageous manner, because this is what sells. I have no doubt that in Hollywood there are many thousands of fathers and mothers who go to church, belong to the Parent-Teacher Assn., head up charity drives, and do everything a well-balanced American family does, and yet a novel peopled with such characters would have no sales appeal. And so, novels on Hollywood must be outrageous, novels about business must be outrageous, novels about radio and television must be outrageous, and if they are sufficiently outrageous they sell like hot cakes.

I have been in the advertising business a good many years and have met many people who, in the main, are well adjusted, above the average in intelligence—most certainly people you enjoy talking with and people you enjoy meeting in a bridge game or for a round of golf. I have also met many publishers, like yourselves, space representatives and other people in the advertising profession, and they, too, in the main, have college degrees, are well adjusted and above the average in intelligence.

Where, then, is this typical advertising creature who wears the Brooks Brothers gray flannel suit, drinks six martinis at noon, never reports for work before 10 o'clock, and spends four afternoons a week on the golf course? Where will you find him? I would say, offhand, that if there is any business that requires hard work, often far into the night, intelligence above the average, and a well-adjusted personality, it is the advertising business. I am afraid the so-called typical "huckster" is no more than a figment of the imagination of Mr. Wakeman, and other seekers of the sensational.

■ It is amazing to me what many people regard as advertising. I was in a place of business not so long ago and commented upon the furniture, the fine carpets on the floor, and the soft indirect lighting, and the owner told me it was "advertising." I think this man, being a manufacturer, might be forgiven his ignorance about what constitutes advertising. I cannot find it in my heart, though, to excuse a publication like *Time* which, in my estimation, should certainly know what advertising is. Yet in the May 30 issue under the heading "Business" there was a big subhead "Advertising" and under that, a heading, "The Secrets Are Out."

Now, like you, I am always interested in anything related to advertising, and this article purported to be on this subject. Let me read it to you: "ADVERTISING, The Secrets Are Out. Under a boldfaced ad headed ANTITRUST, Manhattan's Barclay hotel last February genially invited the nation's corporations to take advantage of its executive suites ($7,500 a year and up). Said the Barclay in its ad in the *New York Times*: 'Corporation secrets are best discussed in the privacy of an Executive Suite at the Barclay.' Last week the statement was open to doubt. In Philadelphia a federal grand jury returned a second set of indictments against eight electrical-equipment makers, charging antitrust violations involving criminal conspiracy to fix prices, divide markets and rig bids (*Time*, Feb. 29). One of the hotels where the executives from the firms involved met to fix their prices: The Barclay."

■ Today there is much confusion on just what advertising is. Investigating committees seem to think it is rigged quiz shows or payola. If an industrialist confuses an elaborate office with advertising, if a magazine, like *Time*, confuses a clandestine meeting to fix prices with advertising, if the public confuses a pitchman with advertising—then how can we expect a congressman's mentality to differentiate?

When I was a good deal younger, I went to a grammar school in a small town in southern Illinois, and delivered groceries after school which earned me 25¢. Now by a strange quirk of fortune, two bits was just the price of entrance to the local vaudeville show. I will never forget the olio which showed a street scene painted with signs of the local merchants, on a trash can, sides of buildings, benches, etc. Signs like: "Sam, the tailor—stand in our barrel while we press your pants," or "The Elite Laundry—Don't kill your wife with washing, let us do the dirty work," or "The Lynn Furniture Co.—See our Rip Van Winkle—Rugs with the extra long nap . . . our rugs can't be beat."

Show Business Steps In

This was advertising. But in the due course of time, the curtain rolled up and the acts came on. This was show business. We were generous with our criticism of the acts that we thought were phony. But oddly enough, we did not blame Sam, the tailor, or the Elite Laundry, or the Lynn Furniture Co., when the soprano sang off key, or the comedian's blue jokes fell flat. This same discrimination does not seem to apply today. The advertiser is blamed if a quiz show producer feeds answers to an entrant. The advertiser is blamed if some song writer pays an announcer to play his song. Nobody seems to be able to differentiate between show business and advertising. This is too bad. In fact, I think it is too bad that advertising ever got as deeply involved in show business as it has.

I also fail to understand the gullibility of the public watching television or listening to radio. Back in the vaudeville days, Thurston or Houdini would saw a woman in half, but somehow we never believed that she was actually suffering any harm. It would never have occurred to us to have asked for a congressional investigation to determine whether the

woman was actually in two pieces. This was show business.

Today, however, a heavily mustached comedian interviews various citizens before a camera and has achieved a wonderful reputation for pat repartee. Through this brilliant display of wit and insults, you can see the toil of five gag writers who have spent the previous week concocting this material which has gained for the actor such a reputation for impromptu wit. I am sure everyone in this room will agree that this comedian is probably no wittier than you or I, and yet I have heard many people exclaim with delight over his brilliance, and he has even parlayed it into a successful book.

■ I am a great believer in live and let live, and if anyone is amused by this show and willing to spend his time watching it, I am for him. I shudder, however, when I think that some day somebody will discover that gag writers are actually responsible for the wit and wisdom of this comedian, and I fear we will have another congressional investigation with the blame for misrepresentation laid, for some reason, on advertising. Where does showmanship begin and deception leave off?

At any rate, I still believe in the immortal words of Ellis Parker Butler that "pigs is pigs." I also believe that show business is show business and advertising is advertising, and it is a befuddled mentality that confuses the two. Just as an aside, the *Chicago Daily News* recently made a study of the expense accounts of congressmen who spend the public's money on junkets all around the world. Only the House was involved, because the senators are apparently smarter and lock up their expense account records so no one can get a peek at them. In this investigation made by the *Daily News*, it developed that these tricksters in Congress were taking a "holier than thou" attitude on quiz shows and payola, while busily stealing us blind with phony expense accounts.

For example: The *Daily News* says that Oren Harris, a Democrat from Arkansas, amended the word "bar" by writing after it, in parentheses, "food." The *Daily News* says: "Harris is chairman of the House interstate and foreign commerce committee which has been probing disk jockey payola, Charles Van Doren's tv quiz answers, Sherman Adams' vicuna coat and other headline-making matters."

■ This falsifying of expense accounts seems to be fairly common. Again I quote: "A former FBI agent, Rep. Burleson (D., Tex.) is the man with the ultimate responsibility for expense account supervision. As chairman of the committee on House administration, he is responsible for approving all special committee expense accounts before they can be paid from the U. S. Treasury.

"The House expense records show that in the past, Burleson has been extremely busy with other investigations.

"In the fall of 1958, he collected $1,375.29 for expenses in a constant round of investigations. Congressmen can collect $12 for every day traveling on official business without submitting any bills or receipts.

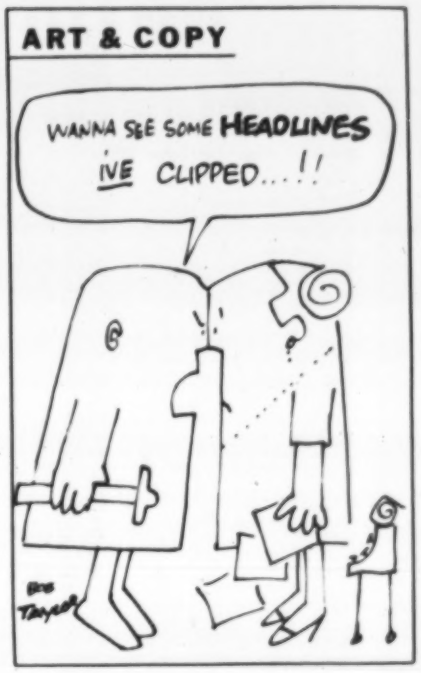
"Burleson collected the $12 for official study expenses incurred on 84 of the 92 days between Oct. 1 and the end of the year. As soon as one investigating job was over, another would begin. His expense account said he investigated 'election matters,' foreign affairs and the rules about political activity by civil servants." Please note that for 90 days, which included both the Christmas and New Year's holidays, this representative of the public was collecting $12 every day except eight days, and this sum was never checked or audited.

■ At least Van Doren went after the big money. Smaller brains seem willing to settle for petty graft. I have one more quote from the *Daily News*, and then I will drop this matter: "Rep. Friedel (D., Md.) had four bar '(food)' charges, plus three meal charges, in a single day. He is chairman of the subcommittee on accounts of Burleson's committee on House administration—the group in charge of policing the congressional expense accounts." Obese as many congressmen are, seven meals in one day still seem slightly exaggerated.

These are the same men who have been criticizing show business and who have mistakenly linked advertising and show business together.

As publishers of magazines which are largely supported by advertising, you have a tremendous stake in this unfortunate and erroneous image that is being created. We and our clients, too, have a vital stake in this matter. I think it behooves all of us to make every effort possible to correct this image. All too often I have heard people in the profession telling stories, or making wisecracks derogatory to advertising. There are two things wrong with this—first, invariably these stories are not funny, and second when we, ourselves, hold our own profession up to ridicule we cannot expect to achieve a reputation for integrity by others.

■ Advertising is the strong arm of business. It needs no defense from me or from anyone else. However, we must all seize every opportunity to fight the misconceptions that have grown up about advertising and about business. If our nation is to continue strong and if it is to continue to provide all the good things in life that we enjoy, it will do so only because business is strong and the strength of business depends in no small measure upon sales. One phase of sales, and a very important one, is advertising. #



Employe Communications . . .

Package Programs in Communication

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

When the new employe is signed up for service with the typical company, he is normally subjected to one of two promotional barrages: (1) he gets a lapful of assorted company literature on benefits, rules and employe activities, or (2) he gets a single booklet on some form of benefit, with the promise that—every once in a while during his indoctrination—he will get another booklet.

There are many champions in both the shotgun and the rifle schools of employe indoctrination. Those who believe in drowning the candidate with literature upon admission take the stand that these pamphlets involve topics concerning which the new employe has great interest. Those who believe in piecemeal indoctrination feel that the new employe can absorb only so much at a time, so they feed it to him in small doses.

■ A significant characteristic common to both approaches is this: The employe often has no *oral* indoctrination of any consequence. He is handed a booklet, or a selection of booklets, told to take them and read them, and then, if he has any questions, ask his supervisor. Many companies note that new employes don't seem to ask too many questions of supervisors in the early stages, and the disquieting presumption is that they haven't read the booklets, hence they have no questions. If they are puzzled by anything in particular, they ask the guy at the next machine.

Probably millions of dollars each year go into the preparation of indoctrination literature for employes—handbooks, films, letters, posters, etc. The preparation of employe-benefits booklets alone is almost a business in itself, so insistent are the demands of the law. Yet there is serious doubt that this literature has the penetration it should have. What's the best way of insuring it?

Granting that there is no true insurance of employe penetration, it is an established fact in the minds of the veterans of industrial communication that the oral and the written techniques of communication ought to be more efficiently combined. When the two are put in tandem, the new employe stands a healthier chance of coming out of his indoctrination informed instead of befuddled.

■ Companies are thinking more and more in terms of the package program in indoctrinating new employes. Each subject is handled separately, of course, but each dovetails into the next. Thus an early session is given over to group hospitalization, another to group life insurance, another to safety, etc. The wail rises: "This takes too much time! When is the guy going to get any work done?"

A lot of the concerns that have tried it both ways feel it's well worth the time. The new employe should return to his job thoroughly posted on the subject; he has the manual or booklet that applies to that subject; he knows how to use it. He has no need for pestering the daylights out of a busy supervisor for the answers. He has a feeling that he has been intelligently and considerately introduced to his job, not shoved into it, and he conceivably may have developed the urge to stay.

Many of our companies in this country today would settle for less. #

Agencies Ask Us . . .

Agency Profits—Some Comments on Making Them and Using Them

By Kenneth Groesbeck
Advertising Agency Consultant

Seems I get more questions on making money in the agency business than on any other subject. Quite to be expected, too. Men and women in the business want to know why they are not making as much as they expected. Those who are on the outside looking in want to know how much income they will need to get by, and how to hold on to a piece of it, if possible.

Kenneth Groesbeck

In today's economy, with high labor and other costs, no individual should think of becoming an advertising agency on an assured income of less than $20,000 a year.

I am well aware that the 1960 census tells us we have better than 7,000 "advertising agencies," nearly half of which have "no employes." These one-man shops are not advertising agencies in the proper sense of the word, but I can sympathize with the census in wondering what else to call them. They create advertising and place it; certain media will allow these operating individuals commissions on the advertising they have been empowered to place.

My $20,000 income suggestion above does not apply to these individuals. Many a man makes a living out of "advertising" on a far lower scale. What I am thinking about in my minimum income remark above is an outfit needing some clerical help, which has in mind growth and a real future in the business.

Why set the point at $20,000 income? Well, anyone smart enough to become an advertising agent can make without difficulty from 10 to 15 grand in any number of other positions in advertising, without the worry and responsibility of going into business for himself.

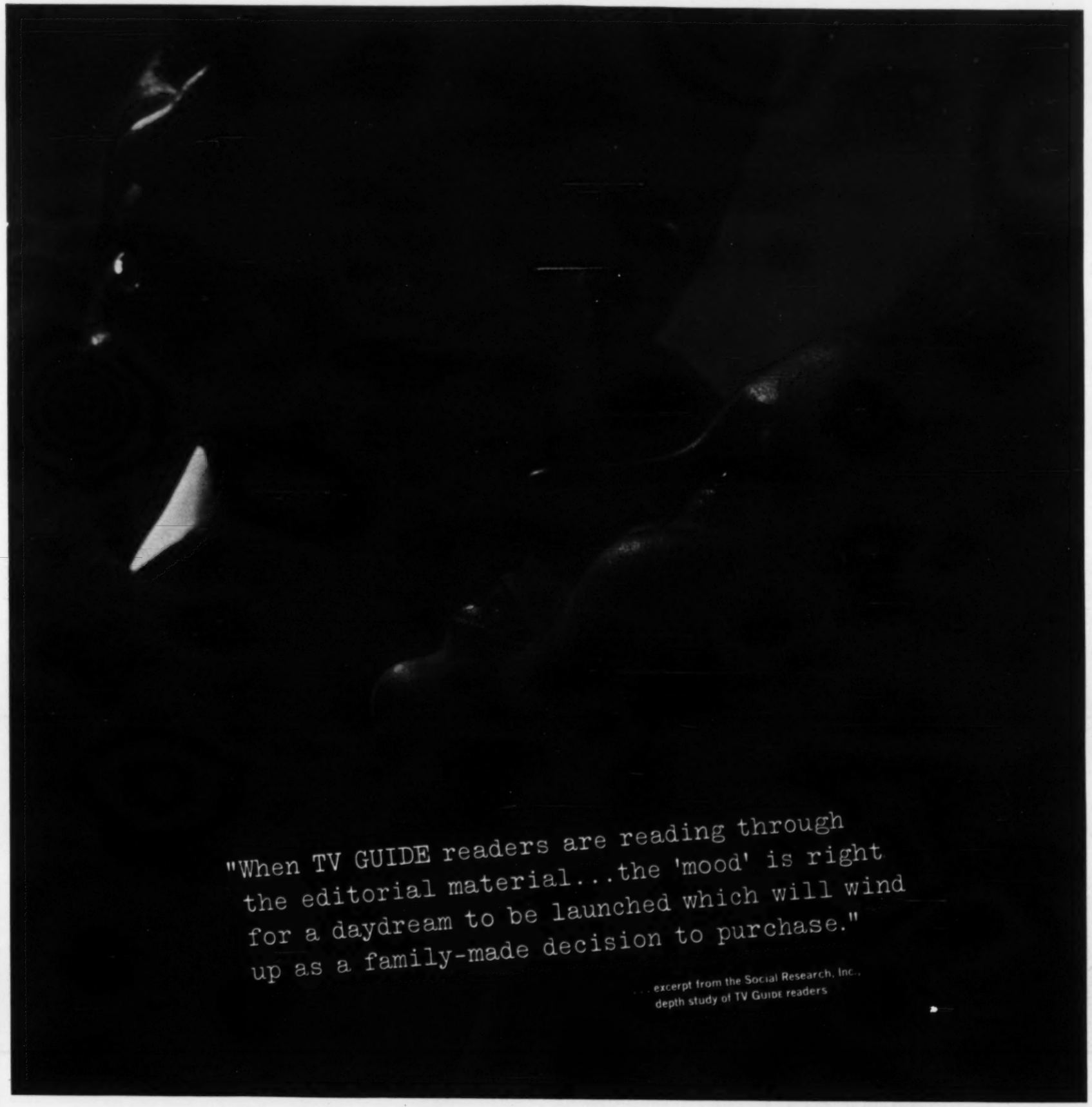
If that is your personal salary rank, you will cut it probably to $5,000 a year for the sake of starting out for yourself, because your rent, expenses and help will eat up the other $15,000 so fast it will make you dizzy. The gross income of which I speak may be in commissions on better than $130,000 in billings; more likely it will be partly this and partly fees or higher markups on printed material and the like.

■ From this $20,000 minimum income up to twice this amount, the going is tough for one man or woman with some help employed. If the operation is a two-man affair I would think a minimum gross income of at least $40,000 would be required for any sort of safety. This income, of course, is in addition to original working capital of from $10,000 to $20,000.

You should not figure on a self-supporting and profit-making operation from the start, even if you get your money (as you should) before you are liable for outgoing payments on the transactions involved. You will quite surely have some small losses, some lags between income and outgo; some entirely unexpected expenses.

Granted, then, that you have or are planning an agency operation with the minimum income I have suggested. How do you assure yearly profits?

First I will say that at the lower levels


"When TV GUIDE readers are reading through
the editorial material...the 'mood' is right
for a daydream to be launched which will wind
up as a family-made decision to purchase."
... excerpt from the Social Research, Inc.,
depth study of TV GUIDE readers

Families read TV Guide in a mood of relaxed enjoyment

A difficult area in the advertiser's appraisal of any magazine is the mood in which readers approach it . . . the psychological aura that surrounds it. Measurements here are few and hard to come by.

Reader mood is one important facet of TV GUIDE probed in the study in depth made by Dr. Burleigh B. Gardner and his Social Research, Inc., staff. The conclusions are significant.

Firm purpose stands behind the purchase of TV GUIDE by 7,250,000 families each week. Most are *selective viewers* who are determined that their TV hours be constructive, worth while and enjoyable . . . and who find the articles and features of this magazine, cover-to-cover, indispensable to that end.

The *active* approach to television of selective viewers is consistent with their purposeful view of all leisure activities. These are the people who tour America, read books, man home workshops, listen to hi-fi, delight in gourmet cookery. These are partisans of The Good Life, U.S.A. The mood in which they read TV GUIDE combines this intelligent pursuit of relaxation with the seeking of authoritative TV facts and reliable TV guidance. And all of this normally occurs within the context of the family group.

Here is an ideal atmosphere for the advertiser to reach out and touch the imaginations of millions of prospects . . . to make sales of impulse products through print . . . to create the daydreams which will wind up as reasoned major purchases.

Here is *advertising opportunity*.

For your copy of "TV GUIDE: A STUDY IN DEPTH," which details this important survey's findings, call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America... circulation guarantee 7,250,000

TV GUIDE

there "ain't a goin' to be" *any* profits, at first.

You will be fortunate if you can pay yourself enough salary to keep yourself and your family alive. As you grow, however, the time will come (oh happy time) when you can say, "Look! I made a profit." This, after paying yourself a salary, however small. How do you get this profit, and what should you do with it?

You get it by setting it aside first, in your management, *and spending what is left* on the expenses of running your business.

■ There are two commonly accepted formulas for allocating agency expenses. One is the usual accountant's breakdown of 60-20-20 for salaries, overhead, and profit (before taxes). The other is my 5-2-3-2-3 formula breaking down the theoretical 15% income into these proportions for overhead, new business, copy, contact, and profit.

To compare the two, and see that they agree, my proportions become, on 100% basis, respectively 33.3%, 13.3%, 20%, 13.3%, and 20% *of income*. The two formulas match on profits to be set aside. They further agree when my salaries are allocated to activities rather than lumped under "salaries," and when my overhead allocation is increased by the same functional re-distribution.

I feel that this recognition of what your money is spent for is extremely important in agency financial management. Most financial analysis of agency operations is entirely too vague, clouded under bookkeeping terms which few agency people understand.

■ You get a profit out of an advertising agency *only if you decide to operate so a profit is assured*, which means sacrifice and rigid economy. Some people are content to operate for their own pay only, and those associated with them, in the hope of future growth. This is unwise: insisting on a profit is more than a theoretical desirability—it makes for financial soundness and assures capital growth. It has definite bearing on the agency's credit position.

Once a profit is assured, what to do with it? Apparently the wisest use of money made is to split it three ways: one third each to yourself, your people, and your working capital. Only the last third is taxable as business income; the other two are matters of personal income. And if you elect to take advantage of the new provisions of the 1958 tax law and have less than ten stockholders, the corporation tax, too, can be handled as personal income.

■ In the early days of the agency, you may feel that paying part of your profits to your employes in the form of profit sharing is premature, in which event you split your profits between yourself and your business in whatever proportions seem best. However, the sooner your associates begin sharing in the shop's profits, the sounder your personnel relations will be, and the better you will sleep o'nights. #

On the Merchandising Front . . .

How Giant Retailers Will Become Still Larger

By E. B. Weiss

Over the last year or so, I have been declaring that our giant retailers will become very much larger, and that they will achieve their new giant status not primarily by the slow and orderly process of simply opening large new stores, but rather by one or more of the following procedures:

E. B. Weiss

1. The development of the holding company concept: Long a major factor in manufacturing, in the utility field, in the banking field and elsewhere, the holding company concept, I have suggested, will blossom rapidly in mass retailing.

2. Retail mergers—whether or not under the umbrella of a holding company. I have also suggested that these mergers would no longer be confined primarily to retailers of similar types. Rather, it appeared to me, there would be more mergers of a mix-match nature, involving chains that are not necessarily of the same type.

3. Non-merchandising procedures: I have underscored the various non-merchandising programs that would be developed by giant retailers both as a growth factor and as a mounting factor in net profit. And here I have suggested that not only real estate, not only the management of money, but also the holding company concept and other corporate maneuvers involving the exchange and issuance of securities would become a growing element in the net profit picture of giant retailing.

■ Interesting confirmation of these predictions is found in the recently announced merger of B.T.L. Corp., United Stores Corp., and McCrory-McLellan Stores Corp. (the new corporate entity is to be known as McCrory Corp.).

B.T.L. is the corporate shell of the former Butler Brothers. United Stores is a holding company. McCrory-McLellan operates a chain of 446 variety stores in 36 states.

In due time, McCrory Corp. may be second only to Woolworth among the variety chains. And, if Woolworth continues its present orderly progression of growth, then perhaps eventually McCrory Corp. may top the founding father of the variety store concept.

■ But what keenly interests me is the fascinating interlocking corporate connections that are involved in the new McCrory Corp. For example:

1. B.T.L. Corp. at present owns about 51% of United Stores common and second preferred.

2. United Stores, at present, owns about 39% of the common shares of McCrory-McLellan Stores.

It was, of course, this corporate relationship that was one of the factors that made the new affiliation so logical.

But this does not completely unwind the corporate skein. For example:

1. B.T.L. owns approximately 150,000 shares of H. L. Green Co.

2. McCrory-McLellan owns 24,000 shares of H. L. Green.

3. An additional 50,000 shares of H. L. Green are available to the combine for voting purposes—a total of some 20% of the outstanding shares of Green.

Does this suggest that H. L. Green (which has been involved in some interesting corporate procedures of late) may some day be taken in under the umbrella of McCrory Corp.? I don't pretend to know, but surely logic suggests this to be a possibility and maybe even a distinct possibility.

In any event, here we see the path that will be taken, with increasing frequency, by giant retailers toward their goal of still larger stature. I suspect that McCrory Corp. will be involved in still other mergers, affiliations, absorptions, etc., within the next several years—and that one or several of these corporate moves may dwarf in size the one just made.

Moreover, it stands to reason that the emergence of McCrory Corp. creates a new competitive status situation in the variety-chain field. This means that some of the other variety chains will find it incumbent to take the corporate security shortcut to greater size. In other words, one development of this kind compels two others and, as I have indicated, these

The Creative Man's Corner . . .

Ludicrous, but Not Funny

Some of our friends find this advertisement for Veto cream deodorant wildly hilarious. As for us, it hurts too much when we laugh.

If nothing else, this advertisement points up the fact that advertising suffers as much from the inept, almost-unbelievable clumsiness of some of its practitioners as it does from the falsehoods of its small charlatan fringe.

Betrayed by a
FICKLE DEODORANT?
SWITCH TO VETO
Veto protects you all day—all night!
Veto cream deodorant rubs in round-the-clock protection the way no other kind of deodorant can. Veto's exclusive two-way formula means double protection—safely stops odor, checks perspiration. Use Veto every day—Veto Cream or Spray!
Veto

Here in one small advertisement we have the quintessence of vulgarity, a burlesque of every deodorant advertisement written since Odo-ro-no tested the temperature of public sensibility with its well-known "Within the curve of a woman's arm."

"Betrayed by a Fickle Deodorant?" coyly asks the headline. Picture and subhead proceed to make it brutally clear that a fickle deodorant is positively the only thing likely to betray the Veto-less young lady in the white dress.

The young lady looks exceedingly well scrubbed, but she is obviously so gamey that the young man can't even bear to turn his nose in her direction, much less join her in reading the tea leaves. The advertisement asks you to believe that this is likely to happen to any girl provided she uses some deodorant other than Veto.

How happily different had our heroine used the product. "Veto," the subhead promises with an unconcealed snigger, "protects you all day—*all night!*" This all-night protection is an obvious product plus for any unmarried, well-brought-up young lady who isn't a sticky old prude.

People judge all advertising on the basis of what they see in the advertisements they see. We can only hope that few people see this one. #

What makes a newspaper great?

Margaret: 1949

Half a world away from the hamlet of Michigan, North Dakota, one of the town's prominent authorities on world affairs is now enjoying an extended tour of Russia, Czechoslovakia, Scandinavia, Germany, Austria and Greece.

Margaret Lamb's interest in the world beyond the wheatlands began back in 1949. She was a 7th grade winner in the Minneapolis Star's annual Program of Information on World Affairs—a year-long classroom study plan on world issues and events. Her award: an invitation to the annual World Affairs banquet and her first trip to Minneapolis as guest of the newspaper. Five more times she earned an invitation to the yearly dinner, finally won a grand prize four-day trip to Washington, D.C. to meet national dignitaries. As one of six trip-winners from the more than 80,000 Upper Midwest participants in the program, she had answered more than 1,000 questions on this globe's pricklier problems.

Her interests whetted by repeated contacts with stimulating ideas and people, Margaret tried for a scholarship at Vassar. She got it. When she graduated Phi Beta Kappa in 1958 she had already won a national short story contest sponsored by *Mademoiselle* and was looking forward to a career as a fiction writer. The next step: her decision to spend a year in Europe. All major moves—and all propelled by the original impetus of the World Affairs program. "It created scholastic excitement that I wouldn't otherwise have had," Margaret says.

Margaret: 1953

Now in its fifteenth year, and a three-time winner of the top national award for newspaper public relations projects, the Minneapolis Star's World Affairs program does create "scholastic excitement." But it does more. For it is credited by a majority of past winners, Margaret included, with having made a significant difference in the bent of their young lives.

Margaret: 1960

Helping people understand the world they live in is one of the functions of good newspapers. The *use* they make of this understanding is one more example of the way the Minneapolis Star and Tribune enter the lives and foster the interests of *all* groups in the 3½ state Upper Midwest—helps explain why these newspapers have and hold the largest audience of readers in the area.

MINNEAPOLIS **STAR** EVENING

Minneapolis **Tribune** MORNING & SUNDAY

525,000 DAILY · 660,000 SUNDAY

JOHN COWLES, *President*

Copyright 1960, Minneapolis Star and Tribune Co.

developments will take in broader areas of retailing than just one field.

Indeed, I suspect that it is not improbable that McCrory Corp. may some day control a discount chain or chains, a department store chain, a food super chain and a drug chain. And if, and as, McCrory Corp. heads in this direction this will compel certain other giant retailers to tread the same path.

And that, in turn, will make these giant retailers of such huge stature, with such great funds at their disposal, that they will enter more vigorously into their own controlled brands and into manufacturing. This is the near-term future in mass distribution and manufacturers will be compelled to counter each one of these moves.

The Peeled Eye Department . . .

New Premium Puts Snap in Cereal That Lacked Snap, Crackle and Pop

By Dick Neff

Surprise Package Surprises Even Manufacturer

The cereal business has lately shown a trend to in-pack premiums which at least one big advertiser has pointed to as being something to watch closely.

Dick Neff

Well, Leon Seelig of Seelig & Co., St. Louis, *has* been watching it closely. We opened a letter from him recently and out tumbled an article that had, he says, "dropped out of a package of ..... as I was pouring from the package into a cereal bowl" —namely, one slightly used woman's garter. None of that silly cellophane wrapping on it, either.

Conjures up all kinds of mental pictures.

Says Mr. Seelig: "If you were surprised when [it] dropped out of this envelope—you can imagine how surprised *I* was."

Are We in a Bear Market?

Judging from these two ads from the July issue of *Holiday*, the travel business, at least in the West, is entering a bear market.

"More than bear coincidence, huh?" asks Robert S. Staples of Rogers & Smith Advertising Agents, Kansas City, who spotted them.

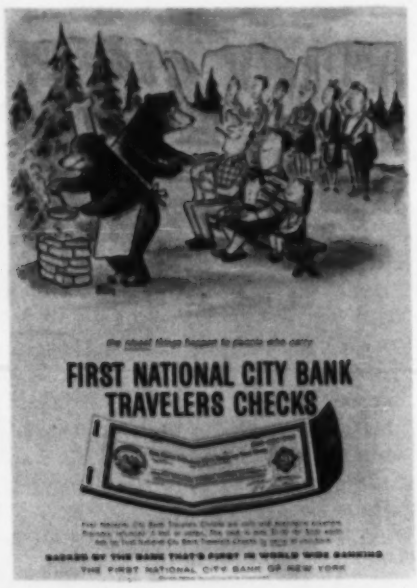
Are We in Another Boom?

By way of contradiction to Mr. Staples' exhibit, we have this cheerful note from one S. P. Anderson. Unfortunately, we tossed out the envelope that would reveal his business connection, so we assume he's either an employment agent or a broker.

"Judging by these heads from your May 23 issue," he writes, "business is good all over."

Cash to Doyle Dane Bernbach

'Sports Cars' Gets Richer


FIRST NATIONAL CITY BANK
TRAVELERS CHECKS
BACKED BY THE BANK THAT'S FIRST IN WORLD WIDE BANKING
THE FIRST NATIONAL CITY BANK OF NEW YORK

Salesense in Advertising . . .

Repetition Is Often a Sound Policy

By James D. Woolf
Creative Consultant

Too little study, I think, has been given to measuring the success which has accompanied the practice of identical repetition of the same advertisement over and over again, month after month. Depending on the product and the problem, repetition, in my opinion, is in many cases a sound policy. Let us not forget that for more than 35 years Sherwin Cody has been asking us, "Do You Make These Mistakes in English?" And the Cody people know what they are doing because, being mail operators, their advertising must pay off on the dotted line. "Actually," say psychologists Lucas and Britt, "there has been little, if any, evidence to show that it would be undesirable to repeat an identical advertisement. ("Advertising Psychology," by Darrell Blaine Lucas and Steuart Henderson Britt, Ph.D., McGraw-Hill.)

James D. Woolf

The Pall Mall people have been repeating the same headline—"Get satisfying flavor—so *friendly* to your taste!"—month after month for a long, long time. If steadily increasing sales mean anything, it would appear that this policy of repetition is most successful.

■ The results of reader studies, further say Lucas and Britt, lead to the conclusion that, when an advertisement is repeated, it is seen and read by at least an equal number of new readers or repeat readers who do not recall seeing it before. This holds true regardless of the frequency of repetition . . . repetition reinforces the impression made on the audience. Each time the idea is repeated, the impression becomes stronger. Each time an impression is reestablished, it tends to last longer.

It takes a long, long, long time for an idea to sink in. I admire the tenacity with which Pall Mall sticks to its theme idea.

It has always seemed to me that an advertising theme that makes salesense ought to be given a *thorough* trial. Agencies are under constant pressure from impatient, restless advertisers for new ideas, a fact which may explain partially the astonishing number of agency changes we witness every year. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Makeup Man Turns Johnson's Hair Grayer

"[Here's] how the *Boston Globe*, a Million Market Newspaper not unfavorable to the candidacy of Jack Kennedy, treated the announcement of Lyndon's candidacy," writes Ray Connolly, editor of *The Commercial Bulletin*, Boston.

His exhibit: The gray-hair headline illustrated here, from page 1 of the July 6 issue and a carry-over to an inside page, smack dab against the gray hair advertisement also illustrated here.

Sharp Copy Director Finds Flat Note in Burnett Ad

"Headline of the Leo Burnett ads appearing in the June 20 issue of ADVERTISING AGE says, 'All advertisements start out even'," writes Frank S. Miller, copy director of Knox Reeves Advertising.

"But not all *writers*—not if every Burnett 'maker of advertisements' has 16 musical notes, including sharps and flats, at his or her disposal . . .

"Are they counting a few cracks between the piano keys?" asks Mr. Miller. "I don't know of any notes other than C, Db (or C#), D, Eb (or D#), E, F, Gb (or F#), G, Ab (or G#), A, Bb (or A#), and B."

You've got us, pal. Our music teacher gave up on us when we flubbed our first ten kazoo lessons.

Home-Grown Advertising Department

Sign at Korvette's, a New York discount store, shortly after those South American earthquakes:

"BOOK TREMOR! EARTH SHATTERING PRICES ON SELECT FICTION AND NON-FICTION"

Phrase in a Bermuda real estate ad:

". . . with complete built-in garbage."

Listing spotted in a Bermuda telephone book:

"Yoo hoo, too"

"I got to sell big ticket, hard goods, remember—not impulse items—and for cash. We need customers with dough—which is why I want a lot more action in the New York News. The News has over 3,000,000 readers in the $5,000 and up families—more than all the three other New York morning papers. And more than a half-million in over-$10,000 families, too."

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Newspapers Helped Build Motion Pictures to Prominent Status, Rabiner Tells Lazarus

To the Editor: In the July 13 issue of *Motion Picture Daily*, Paul N. Lazarus Jr., vp of Columbia Pictures, says that "the assured budget is a thing of the past" so far as newspaper advertising is concerned. Among other things he took newspapers to task for not doing many things which in his opinion they should do and for doing many things that he felt they should not do. Any man is entitled to an opinion but when he makes threats—"Certain pictures cry for radio and television coverage . . . and based on our experience of recent years, they're going to get it even if the newspaper schedules have to suffer"—then he should meet certain facts that seem to have eluded him.

First, let me say that he is hoist by his own petard since he quotes a survey which indicates that the Council of Motion Pictures Organization found that one out of every five newspapers was not cooperating with the industry—leaving 80% that are. Also, the survey, he continues, showed that "33% of the papers checked do not review new movies for their readers"—leaving 66% that do. Notwithstanding Mr. Lazarus' opinion concerning the public interest in movies, he may be interested to note that the motion picture industry itself does not award Oscars to a large percentage of the movies offered to the public.

A point I'd like to bring to Mr. Lazarus' attention is his attitude of dictation toward the newspapers which his industry would immediately negate if the shoe were on the other foot. Within specific legal bounds, no one tells Hollywood what movies to make nor how to make them, and by the same token, no one tells the newspapers what pages to run and how to make up the contents of those pages—including amusement pages. That's the best part of democracy, Mr. Lazarus.

The fact that the movie industry, as such, was built to its prominent status by newspaper help long before radio and television were on the scene, is obvious evidence to those who want to see the entire picture. That all happened regardless of rate structures but because the industry had a good product and used the all-encompassing spread of newspaper advertising to sell it most successfully!

So far as we are concerned here at the *Berkshire Eagle*, we checked the motion picture theaters some years ago and found that attendance was dropping off to an alarming degree and we voluntarily reduced our local rate to motion picture theaters by 15% to help keep them in business, although the motion picture industry didn't lower rental rates to the operators of these same theaters a thin dime.

May I also point out in this connection that special pictures have always been rented at special prices by the industry with the resulting increase in prices; and despite a grumbling public, the industry maintains this policy regardless. Our national rate for motion pictures is the same flat rate we charge for national advertising.

Perhaps Mr. Lazarus "will not accept the criterion nor pressure from others" but he should be willing to permit the same freedom of action to the newspapers that reach the 58,000,000 homes where he should have his advertising messages go.

Jack B. Rabiner,
Advertising Manager, the *Berkshire Eagle*, Pittsfield, Mass.

• • •

Bouquets for AA Editorial

To the Editor: Congratulations on your front page editorial! (July 18.) I am sure it will endear Advertising Age even more to many of its most ardent boosters.

All good wishes.

J. R. Cominsky,
Publisher, *Saturday Review*, New York.

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To the Editor: Congratulations . . . I too was disturbed after hearing Sen. Church's keynote address that seemed to set the pattern for other convention speakers. In fact, the constant unpleasant references to advertising, "Madison Ave." and "huckstering," was so great that I finally wrote my first letter to a senator.

Bill Pattis,
Bill Pattis & Associates, Chicago.

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To the Editor: I know you will receive many commendations for your editorial: "Are Our Standards of Living Too High?" (AA, July 25). Mailing a preprint of it also strikes me as a smart thing to do.

I would have made only one addition to your editorial. I would have asked, "And where do the Democrats think Chester Bowles came from—or did they never hear of the firm of Benton & Bowles?"

Russell C. Johns,
Sales Promotion Manager, Peacock Business Press, Park Ridge, Ill.

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TO THE EDITOR: REQUEST PERMISSION TO REPRINT EDITORIAL "ARE OUR STANDARDS OF LIVING TOO HIGH?" WILL CREDIT. PLEASE REPLY BY COLLECT WIRE.

Jerry McDonald,
Valley Times, San Fernando, Cal.

• • •

He Says AA Story on Schlesinger Was 'Whitewash'

To the Editor: It was with a great deal of surprise that I read the article on Page 3, July 11, in connection with the advertising tax suggested by Professor Schlesinger. You must read through the entire article before it becomes apparent that this is a whitewash story that you have printed. Furthermore, it is difficult to justify your position when you seem more interested in taking a crack at *Printers' Ink* rather than recognize a subtle debasement of our economy when it is attempted.

Professor Schlesinger has been known for years as no friend of our economy and particularly of advertising. The facts are: The speech was made; the pamphlet is being distributed; and this man is a so-called opinion molder; so why not print the story in its true light.

I have been an advertising manager and in marketing all of my business life and it seems to me that a publication such as yours should not be used as a sounding board and defensive mechanism for an attack on advertising.

Paul J. Allen,
Bayside, N. Y.

Reader Allen is wrong in his notion that the story in AA July 11 was a "whitewash" or intended to embarrass anyone. It was intended to establish whether the Schlesinger booklet's views were those of the Democratic Advisory Council, the platform committee or Sen. Kennedy, particularly so far as an ad tax is concerned.

• • •

'Paper' Slogan Was Run by Strathmore Paper

To the Editor: Here is some factual information for your Creative Man.

The copywriter who was guilty of writing the slogan "Paper Is Part of the Picture" (AA, July 11) is still successfully writing copy. He wrote this slogan back in the '20s for Strathmore Paper Co. and not West Virginia Pulp & Paper Co. and his livelihood never went out the window. In fact, today, he is still doing pretty well—he is president of our agency. His name is Milton Goodman.

Stuart Campbell,
Art Director, Lawrence C. Gumbinner Advertising Agency, New York.

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To the Editor: We wish to call to your attention an error . . .

In your opening paragraph you write "Long ago West Virginia Pulp & Paper Co. ran a powerful series of ads exemplifying the slogan 'Paper Is Part of the Picture'." Actually, this is a registered slogan for our company, Strathmore Paper Co. It has been used as the basis for our promotional efforts, beamed primarily at printers, designers and advertising personnel since the early 1920s.

This now famous phrase was first used in a mailing piece designed for us at that time by Guido and Lawrence Rosa . . .

The names of those who developed mailing pieces in our series in the early years include such well known persons as F. G. Cooper, Walter Dorwin Teague, T. M. Cleland, W. A. Dwiggins, Will Bradley, Oswald Cooper, Helen Dryden, Bruce Rogers, Parke Johnson, George Illian, to mention a few.

In recent years Lester Beall, Will Burtin, Rudolph Ruzicka, Walter Van Bellen, Peter Piening, Saul Bass, George Samerjan, Joseph Low, Bert Chambers, and Noel Martin have all contributed major efforts in demonstrating this principle. A handsome piece designed by Neil Fujita is currently in production and will be distributed nationally this fall . . .

F. S. Van Voorhis Jr.,
Manager of Advertising and Sales Promotion, Strathmore Paper Co., West Springfield, Mass.

Other readers, including Paul Blakemore of Blair-TV, noted the mis-attribution.

•

To the Editor: Johann Wolfgang von Goethe, the great German poet, wrote once to a friend:

"Had I had more time, I would have written you a shorter letter . . ."

Don't think I need to elaborate further on my thoughts with respect to Creative Man's mourning over the future of the average copywriter's job in our country. (AA, July 11).

Gunther Klaus,
Manager Sales Forecasting, Purex Corp., South Gate, Cal.

• • •

He Disagrees with AA's Evaluation of Kintner

To the Editor: I've been an avid and admiring reader and subscriber of AA for longer than I care to recall! I've always found it enjoyable and enlightening! And by and large, I've agreed with many of your viewpoints!

I also always had a bit of respect for Stan Cohen of your Washington office! However, all heroes have feet of clay and alas, so has Cohen! His recent extolling of FTC Chairman Earl Kintner made me sick in the pit of my stomach!

Kintner is the bureaucrat of all bureaucrats! He's an extremely shrewd, ambitious and ruthless individual! Never having earned a buck via free enterprise since he's been on the public payroll all of his life, how can anyone believe his mouthings of 'free enterprise'! And since most of our clients have been pioneering small business men, we know from first hand information, what a thoroughly despicable bureaucrat this man Kintner is! Thank goodness, his re-appointment has been held up and a hard-hitting campaign under way to blast this bureaucrat out of the FTC! Time doesn't per-

We'll Crack this for You!

MILWAUKEE MARKET

John Frederick
ADVERTISING Inc.
11219 W. BLUE MOUND ROAD
MILWAUKEE 13, WISCONSIN
ST RING 4-0620

If you sell automotive products in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Automotive Sales $420,869,000—1959

KVAL-TV Eugene NBC Affiliate Channel 13

KPIC-TV Roseburg • Channel 4 Satellite

Glove and Marriage

To the Editor: Don't ever buy your wife Playtex Living gloves. The ad on the box should be sufficient warning. . .

Notice in the first picture the rough hand *and* a wedding ring. And after only nine days—bingo—lovely hands and no wedding ring. She has taken it on high.

Let this be fair warning.

Jim Strong,
WBBM-TV, Chicago.

mit detailing the documentation pinpointing the insincerity of cool, cold, calculating Kintner! And yet Cohen holds him up on a pedestal! Brrrrrr!

We have no use for FTC's Kintner; you wouldn't either if you knew as much about him as we do! But it will probably be a cold day in August before you print this epistle: Kintner is too powerful a bureaucrat to offend, even for AA!

T. S. Simmonds,
Vice-President, Davis-Harrison-Simmonds, Hollywood.

• • •

No Longer with Boston Agency

To the Editor: Your publication was very kind in picking up my righteously indignant telegram to LeRoy Collins (AA, July 18). I am indeed sorry that Badger and Browning & Parcher had to be identified with me in this connection. You see, I am no longer associated with that concern; however, these things do happen.

Richard M. Mason,
President, Richard Montgomery Mason Inc., Boston.

• • •

AA Erred on Survey Price

To the Editor: I must point out a serious error in your issue of May 2 on Page 92 in connection with the readership survey published by Afamal Transvaal Ltd.

You state that the cost of this is $7. We would, however, like to point out that the cost is, in fact, 50 guineas, which is £52.10.0. At the rate of $2.76 to a pound, this is $146, excluding postage.

We would appreciate it if you would print a correction.

H. G. Hyams,
Director, Afamal Ltd., Johannesburg.

• • •

Says Esty Approach Set Rules Where Industry Had None

To the Editor: You've probably had a great deal of correspondence on your recent article on William Esty and R. J. Reynolds Tobacco Co. (AA, July 4).

I'd like to make only one comment. The vast majority of newspapers either had a sliding scale and, therefore, did not have to give any extra discounts; or if they were flat rate papers, they set a special discount rate for these 13 full pages in four color.

If you read your article carefully, you find that this information, which is the most important, is included but only in a very small way. Almost the last half of the article deals with the few who objected and refused to make any discount off their flat rates.

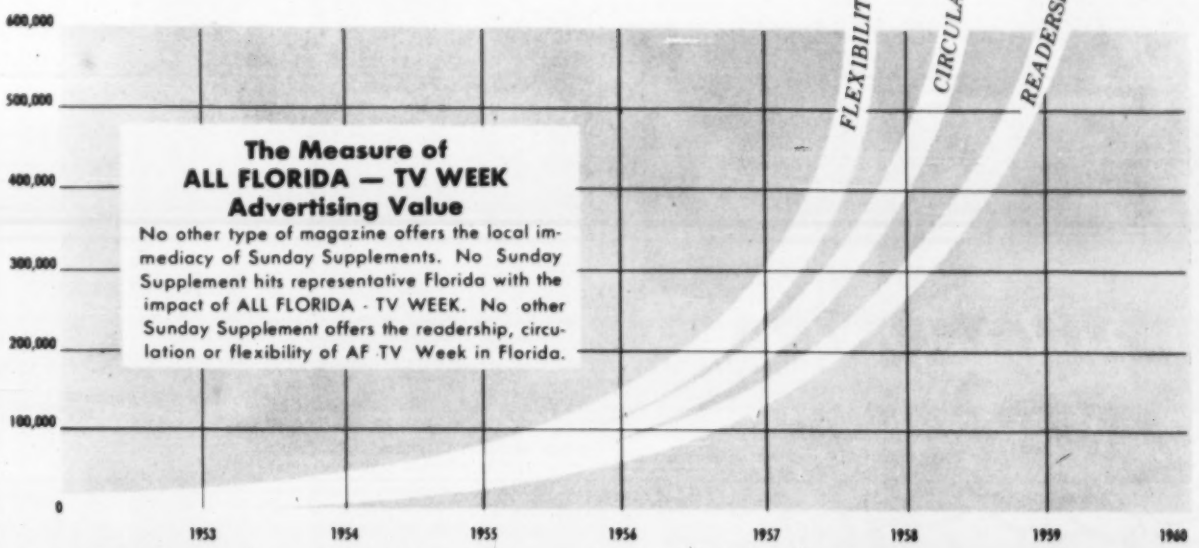
If almost 90% of the people went along with this idea, it seems to me that at least half the article or more should have dealt with the reasoning of those who went along and not allow those few who objected to take up a very large part of the article.

I personally saw nothing wrong with Esty's approach. They were in an area where there were no landmarks laid out generally by the newspaper industry. In this absence, they have set their own rules, it's quite true. I think it strongly behooves the industry to get together and set our own rules before the advertiser sets too many of them. I'm sure that you're going to see before the end of this year a very decided swing to both volume and/or frequency.

Herbert W. Moloney Jr.,
General Manager, Moloney, Regan & Schmitt, New York.

Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5–2336

ALL FLORIDA'S PRECISION SELLING!



The Measure of ALL FLORIDA — TV WEEK Advertising Value

No other type of magazine offers the local immediacy of Sunday Supplements. No Sunday Supplement hits representative Florida with the impact of ALL FLORIDA - TV WEEK. No other Sunday Supplement offers the readership, circulation or flexibility of AF-TV Week in Florida.

1. READERSHIP ALL FLORIDA - TV WEEK has a longer life and double the advertising exposure of any Sunday Supplement in Florida.*

2. CIRCULATION ALL FLORIDA - TV WEEK has grown phenomenally since its introduction in 1953, to a current 510,156.** Florida's largest ABC circulation, in the nation's fastest growing State, a State which 1950 - 1960 U. S. Census figures show jumped from 18th to 10th place. This gives the ALL FLORIDA - TV WEEK magazine a PENETRATION of 35.2% of the Florida market.

3. FLEXIBILITY You can buy one, several, or all five regional zone editions with complete local TV program listings.

* based on a survey prepared by First Research Corporation.
** ABC newspapers carrying ALL FLORIDA, based on ABC audits of publishers reports for 6 months period ending March 31, 1960.

"THE BEST BUY IN THE BUSINESS," says Dick Pope, owner of famed Cypress Gardens and long time advertiser in ALL FLORIDA-TV WEEK magazine.

AFM

DISTRIBUTED IN

DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST PETERSBURG Independent, TALLAHASSEE Democrat, WINTER HAVEN Daily News-Chief, FT PIERCE News-Tribune

Represented nationally by JOHN H. PERRY ASSOCIATES

NEW YORK, 36, 19 W. 44th St., Tel: MUrray Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: HArrison 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: TRinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12 Street, Tel: WAlnut 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MUrray 8-3988, J. D. Whitehead, Mgr.

Along the Media Path

As part of its 38th anniversary celebration, **WISN**, Milwaukee, has prepared a series of anniversary promotion announcements featuring excerpts from history making broadcasts it has carried since it first signed on the air July 22, 1922.

• The National Safety Council has presented to **WERE**, Cleveland, a public interest award for exceptional service to safety. The station was cited for its outstanding record of traffic safety spot announcements, as well as distribution of 50,000 reflectorized Halloween pumpkin "trick-or-treat" bags, supplying Great Lakes boaters with special weather reports and signal stickers, and broadcasting school emergency weather service and tornado safety information.

• The **Philadelphia Evening Bulletin** ran a four-color photograph of Sen. John F. Kennedy on page one the day he was nominated as Democratic Presidential candidate. This was made possible by use of an extra press cylinder that permits use of two black plates, one for color work, the other for news.

• During the Democratic convention at Los Angeles, **Westinghouse Broadcasting Co.** tried a new program experiment—"dual video taping." Interviews with WBC correspondents in Los Angeles and a KPIX, San Francisco, newsman and a tv critic for the *San Francisco Chronicle*, on impressions and reactions during the convention, were taped in both cities. The Lo Angeles tapes were then flown to KPIX where both were edited and then shown over KPIX's 15-minute tv show, "Convention Impressions."

• **Electronic Preview**, Elmhurst, Ill., now offers regional news sections which include information on electronic companies' personnel and developments, news of distributors and sales representatives, industry developments and association meetings. The first regional section—Midwest Electronics—appeared in *Electronic Preview's* June issue.

• Special ceremonies on radio and tv marked the opening of the Broadcasting Center of **WSAV** and **WSAV-TV**, Savannah. A public open house was held the following day. The all-glass front of the central portion of the new building permits passers-by to look through the reception area into the main tv studio.

• Webb & Knapp, community developers, ran a 20-page supplement in the July 24 issue of the **Chicago Tribune**. The supplement, "The Hyde Park Story," told of the city's renewal program.

NEW WRAPPER—*Sunset will use polyethelene wrappers for its complimentary copies on a permanent basis, after successfully experimenting with the wrapper since last April.*

• The **Orlando Sentinel** published an 18-page special section, "Salute to Cape Canaveral," on July 24, to mark the 10th anniversary of the first missile firing at Cape Canaveral. Page 1 of the section carried color photographs of the first missile fired and of the ICBM missile.

• More than 30,000 spectators lined the St. Louis River front to watch the Tommy Bartlett Water Ski thrill show, co-sponsored by **KMOX**, St. Louis, and Downtown in St. Louis Inc. to dramatize the revival of the city's downtown area.

• Plastic badges with blue ribbon streamers proclaiming the wearer an "Informed Observer (at the) Democratic National Convention," were mailed by **TV Guide** to columnists, radio and tv personalities. Copy on the inside of the paper badge holders advised that "It is not absolutely necessary to wear this badge while watching convention telecasts. Your copy of the July 9 issue of *TV Guide* will identify you as an Informed Observer."

• **WSUN**, St. Petersburg, has broadcast to its radio and tv audiences the first two of a series of trans-Atlantic phone call reports from the city's Sun Goddess, Sylvia Ludwig, who is on a whirlwind good will tour of major European cities, promoting St. Petersburg's 1961 Sunshine Festival, scheduled for next April. The first call was made from BBC studios in London and the second call was made from Lucerne, Switzerland.

• "This, Mr. Khrushchev, is Ashtabula, U.S.A.," a 30-page section portraying the typical life of a small community, was published by the **Star-Beacon**, Ashtabula, O., in its July 17 issue. Copies of the section were sent by regular mail directly to Mr. Khrushchev.

• **Department of New Laurels:**
American Press reports 164 advertising pages for the first seven months of 1960, a 49% increase over the corresponding 1959 period.

Advertising pages in **Contractor** for the first six months of 1960 totaled 426, a 23.5% gain over the same period in 1959. #

Crane Names Kenton, Johnson

The Industrial products group of Crane Co., Chicago, has appointed R. E. Kenton advertising manager and K. H. Johnson sales promotion manager. Mr. Kenton, who joined Crane in 1959, was formerly advertising manager of Henry Pratt Co., Chicago. Mr. Johnson, who joined the company in May, was formerly sales promotion manager of E. B. Kaiser Co., Glenview, Ill. In April, Crane split its corporate advertising staff into two separate functions and Melvin M. Thomas was appointed manager of advertising and sales promotion of the industrial products group (AA, April 25).

Davidson Joins Economics Lab

Robert H. Davidson, formerly director of product development of General Foods Corp., has been appointed vp for consumer marketing of Economics Laboratory Inc., New York, manufacturer of Soilax, Electrasol and commercial and industrial cleaning compounds.

Lawrence Produces Series

Robert Lawrence Animation, New York, producer of animated tv commercials, has started production of its first tv program, "Toy Box Time," a half-hour children's series. Designed to appeal to adults as well, each program will consist of four individual story segments.

Tek Hughes Names Johnson

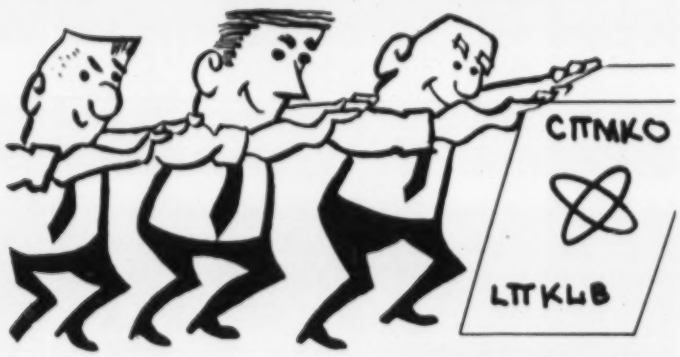
James H. Johnson, assistant director of general promotion of the merchandising division of Johnson & Johnson, New Brunswick, N. J., has been named a product director of Tek Hughes, New York, manufacturer of toothbrushes and other bristle goods.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

GET THAT EXTRA



PUSH

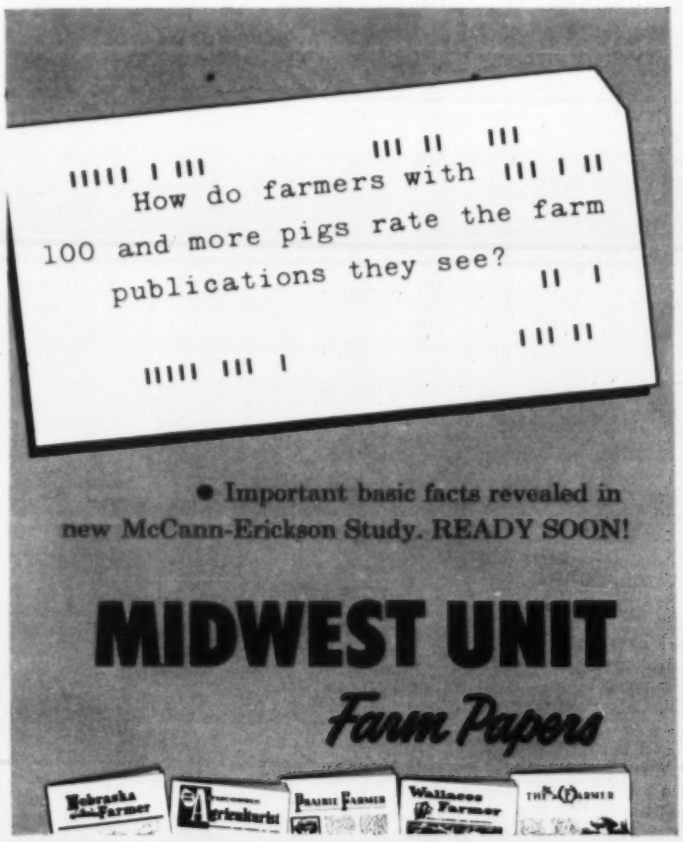
You know that it's the extra push that makes the difference between an average campaign and a "*Red-Letter Success.*" You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Bruce C. Sanders
SALES MANAGER Pat Shafer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today

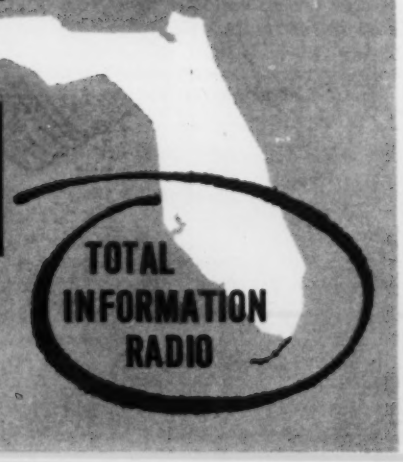


• Important basic facts revealed in new McCann-Erickson Study. READY SOON!

MIDWEST UNIT
Farm Papers

Nebraska Farmer · Agriculturist · Prairie Farmer · Wallaces Farmer · The Farmer

WGBS MIAMI
50,000 WATTS CBS RADIO



the **STORER** *station — backed by 33 years of responsible broadcasting* • **CALL KATZ**

TOTAL INFORMATION RADIO

William Crelley, 48, Owens-Corning Exec, Ex-IARI Head, Dies

TOLEDO, July 26—William D. Crelley, 48, merchandising and ad consultant with Owens-Corning Fiberglas Corp. for the past year, died of a heart attack at his home July 22.

He was advertising corporate director of Owens-Corning for three years previously.

Mr. Crelley formerly held executive positions with F. W. Dodge Corp.'s Sweet's Catalog Service, New York; General Electric Co., Schenectady, and Niagara Hudson Power Co., Buffalo.

He was a former board chairman of the Industrial Advertising Research Institute, Princeton. He was a member of the Advertising Club, the Sales Executives Club and the Engineers Club, all in New York.

WARD SEELEY

NEW YORK, July 26—Ward Seeley, 70, who retired four years ago from the former St. Georges & Keyes agency, in New York, died July 23 at his home in Carmel, N.Y.

Mr. Seeley was copy chief and a member of the executive board at the agency, which subsequently became the present Adams & Keyes.

Before coming to New York he was an account executive with N. W. Ayer & Son, Philadelphia.

RICHARD M. FANNING

LOS ANGELES, July 26—Richard M. Fanning, 57, publisher of *Ad News of the West* and the semi-annual *Advertising Agency Register*, died suddenly July 16 of a heart attack. Mr. Fanning had entered the publication field after many years in advertising, founding the *Advertising Agency Register* in 1954 and *Ad News of the West* in 1958. Prior to that time he was with Erwin, Wasey in Seattle and Los Angeles from 1945 to 1949.

GLENN S. WITHERS

ROCHESTER, MINN., July 26—Glenn S. Withers, 68, president and publisher of the *Rochester Post-Bulletin*, died of a heart attack at his home July 24.

A former president of the Minnesota Associated Press and of the Minnesota Editorial Assn., he was a member of the Newspaper Publishers' Assn. and the Inland Daily Press Assn.

GEORGE G. SEARS

ST. LOUIS, July 26—George G. Sears, 73, retired district manager here of McGraw-Hill Publishing Co., died July 19 at St. Mary's Hospital from the effects of a stroke suffered several weeks before.

Mr. Sears was district manager for 31 years until his retirement in 1954, and had been business representative of *Business Week* since its founding.

He was a charter member and first elected president of the Industrial Marketing Club and a member of the Advertising Club of St. Louis.

ROWLAND E. BAIRD

NEW HAVEN, July 26—Rowland E. Baird, 56, who was with the Point of Purchase Display Works here and was a past president of the New Haven Advertising Club, was killed July 21, when his car collided with another in Middleboro, Mass. Mr. Baird, who lived in Milford, Conn., was president of the New Haven Advertising Club in 1937-'38. #

Drake Baking Names Reich

George E. Drake Baking Co., Pittsburgh, has appointed Jay Reich Advertising, Pittsburgh, to handle its advertising and public relations.

National Telefilm Moves

National Telefilm Associates, Beverly Hills, tv film distributor and owner of WNTA and WNTA-TV, Newark, N. J., will reestablish its sales headquarters in New York some time before mid-October. Other NTA departments, including sales service, promotion, publicity and advertising, also will make the move. Sales activities will continue to be supervised by Oliver A. Unger, NTA president, who will operate out of the East Coast office. NTA transferred most of its operations to Beverly Hills when it was acquired by National Theaters & Television last fall.

Hickerson Adds Two Accounts

Laird & Co., Scobeyville, N. J., maker of Laird applejack, apple brandy and juice, has named J. M. Hickerson Inc., New York, to handle its advertising. Lynn Baker Inc. is the former agency. Hickerson also has been named to handle advertising for Duell, Sloan & Pearce, New York, book publisher. Lawrence Kane & Artley is the previous agency of record.

Wilson Plastics Names Dally

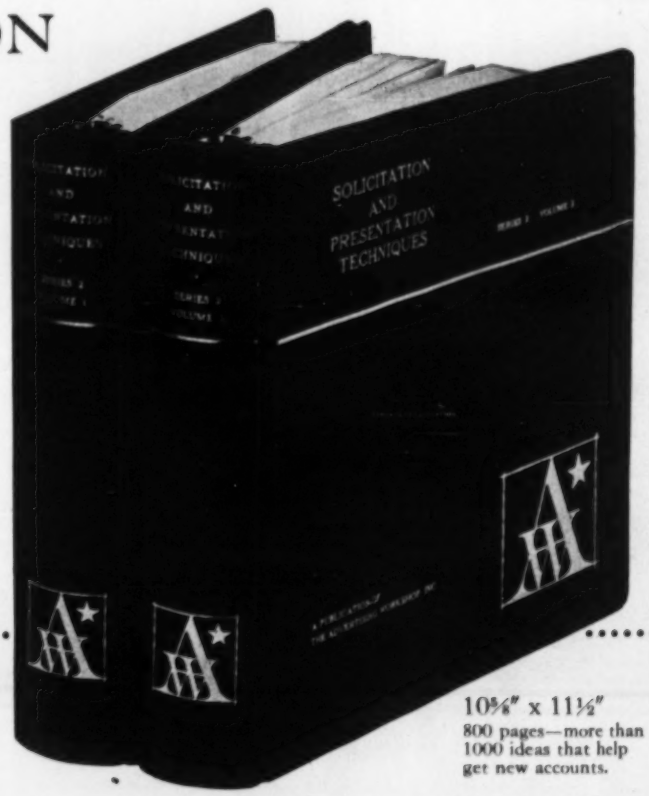
Ralph Wilson Plastics, Temple, Tex., has appointed Dally Advertising, Fort Worth, Tex., to handle its advertising.

announcing

"SOLICITATION AND PRESENTATION TECHNIQUES"

—series 2

with all new material



10⅝" x 11½"
800 pages—more than 1000 ideas that help get new accounts.

the greatest collection of agency new-business selling tools ever assembled

SERIES ONE of "SOLICITATION AND PRESENTATION TECHNIQUES" met with such an enthusiastic reception from advertising agency executives throughout the United States, and in 29 foreign countries, that FOUR printings were required to meet the demand.

So, there HAD to be a SERIES TWO—and it had to be—and IS—all new, and bigger and better, than SERIES ONE.

This new publication is in two large volumes—more than 800 pages, weight 16 pounds—with all new material, new sales letters; new case histories; new presentations—prepared by the champion agency "business getters" of our time.

SERIES TWO contains account-winning presentations, covering nearly every type of account your agency is ever likely to solicit.

Indispensable for Agency Executives who solicit accounts

The successful models, which SERIES TWO brings you, will save your agency thousands of dollars in creative time and production costs, in preparing your own presentations.

The two idea-packed volumes of SERIES TWO are priced at $200—no more than you would pay for *one day's* services of any competent consultant-specialist.

Mail Coupon for Free five-day examination

The coupon will bring your copy by return mail.

If, after a FIVE-DAY EXAMINATION, you decide you do not wish to buy, just return the two volumes in good condition, and you will owe us nothing.

You can save $10, however, by remitting $190 with coupon—same FIVE-DAY EXAMINATION privilege, and full refund if you do not keep the book.

THE ADVERTISING WORKSHOP, INC.
A Subsidiary of Better Books, Incorporated

Prepared by This Able Editorial Board

THOMAS ERWIN, *Senior Editor.* Has headed the Creative Departments and Plan Boards of Erwin Wasey & Company, Batten, Barton, Durstine & Osborn (Chicago), Lennen & Mitchell—now Lennen & Newell, Inc. (New York). For these, and other agencies served as a Consultant, he has planned and produced successful new business presentations for a long list of important accounts, including some of the largest in America.

KENNETH GROESBECK, Advertising Consultant, Vice President of McCann-Erickson, 7 years; Vice President of Ruthrauff & Ryan, 14 years. For 8 years, Editor of Advertising Agency Magazine's most popular Department "*Agencies Ask Us*", now appearing weekly in Advertising Age. Former chairman of N. Y. Council of the 4 A's. Winner of the *Outstanding Achievement Award for 1957*, presented by the League of Advertising Agencies.

JAMES D. WOOLF, Advertising Consultant, and widely read Advertising Age writer, Vice President and Creative Director of the J. Walter Thompson Co., Chicago, for more than 30 years, has planned and written $300,000,000 worth of advertising. Author of: "Writing Advertising"; "Advertising to the Mass Market"; "Getting a Job in Advertising"; "Sales-sense in Advertising"; "How to Use Your Imagination to Make Money".

FREE—FIVE-DAY EXAMINATION—MAIL COUPON TODAY!

The Advertising Workshop, Inc. AA8-1-60
117 W. Harrison Street
Chicago 5, Illinois

I accept your FREE FIVE-DAY EXAMINATION OFFER.

☐ I will remit $200 within 30 days—or return the book after five days. (Note: Book is shipped on approval only to recognized U. S. and Canadian agencies. Others remit $190 with order.)

☐ I enclose check for $190 in full payment—which will be refunded, if, after five days' examination, I return the book in good condition.

*SIGNED*_____ *Title or Position*_____

*Please Print or Type Name Here*_____

*FIRM*_____

*ADDRESS*_____

*CITY*_____ *STATE*_____

On CENTRAL PARKWAY . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

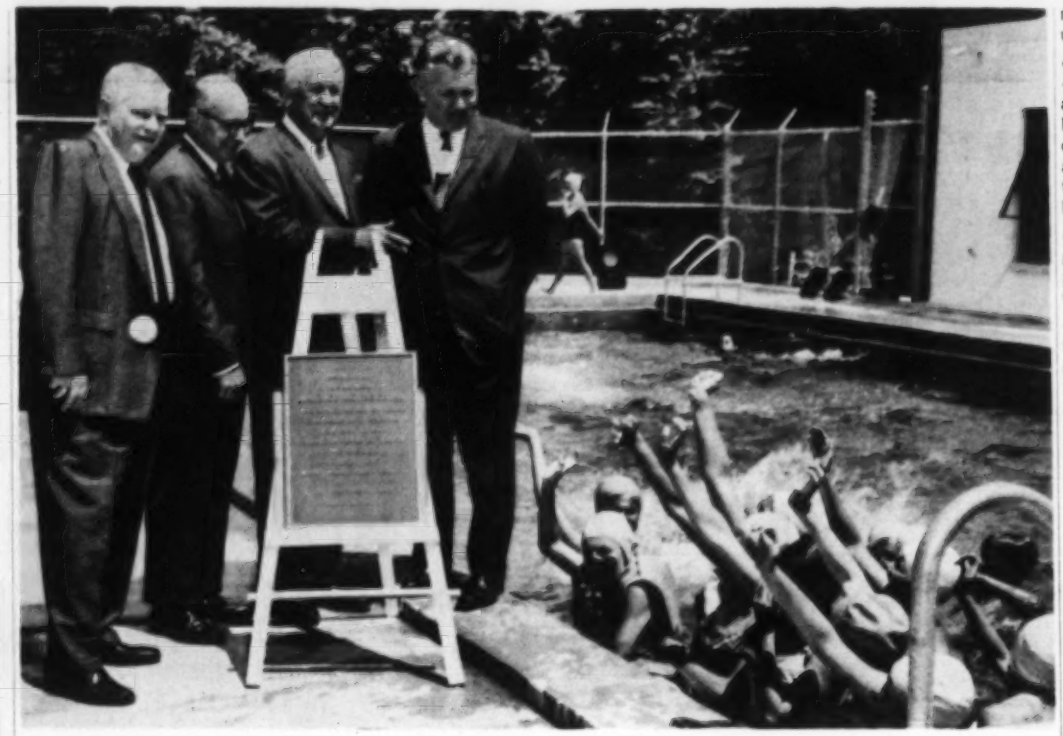
7 * OUT OF 10 read the CINCINNATI POST TIMES-STAR

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .
273,148

The Newspaper that Spends the Evening with Almost 1,000,000 Readers

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*



Morrison Nielsen Harrington Sandburg

DEDICATION—*David L. Harrington, president, Off-the-Street Club, and chairman of the board and chief executive officer of Reuben H. Donnelley Corp., presides at dedication ceremonies of the Maurice Rothschild Pool at the Mark Twain Adventure Camp, summer activity of the Off-the-Street Club, founded 60 years ago for boys and girls by members of the Chicago Federated Advertising Club. Participating in the ceremonies are P. J. Morrison, advertising director, Chicago's American; A. C. Nielsen Jr., president, A. C. Nielsen Co., and John Sandburg, vp, J. Walter Thompson Co. The camp was founded in 1945 when Maurice Rothschild was president of the Off-the-Street Club. The pool results from a memorial fund started by his friends after his death in 1948.*

Dentsu's Yamanaka Develops Theory for Getting Maximum Ad Readership

Formula Combines Ratings on Size, Placement, Layout

TOKYO, July 26—A Japanese researcher has developed a mathematical formula for the prediction of readership scores of print advertising.

Known in Japan as the "Yamanaka theory"—after its inventor, Jiro Yamanaka, head of the research department of Dentsu Advertising—the method would seemingly enable an advertiser to tell in advance how many readers an ad is likely to attract.

Jiro Yamanaka

Mr. Yamanaka, who was a mining engineer before joining Dentsu, told ADVERTISING AGE that it took him five years of extensive testing to work out the methodology. He said that tests have confirmed the validity of his hypothesis and he said it is now in use at Dentsu.

■ What Mr. Yamanaka did was to analyze all the factors that make up an advertisement in a newspaper and work out quantitative measures for the most important factors.

He worked out these measurements by analyzing the readership scores of 376 ads appearing in the *Chubu Hippon Shimbun*, a morning daily published in Nagoya. He then applied these measurements to ads appearing in the *Asahi Shimbun*, a Tokyo daily, and found that readership scores bore out his original analysis. "To put it another way," he said, "the main factors which constitute readership scores of advertisements in the morning edition of the *Asahi Shimbun*, in Tokyo, and of the *Chubu Hippon Shimbun*, in Nagoya, were found to be identical in potentialities."

■ Mr. Yamanaka said his study "marks the first step towards the correct orientation of advertisement activities and, when properly made, will supply us with advertisement data which may be of greater use than any other data we have had in the past."

The Yamanaka study shows that the four major factors influencing readership scores are size of space, position, page of appearance and layout. "It is not an exaggeration to say that these four factors determine the readership score," Mr. Yamanaka said.

The measurements worked out in each of these categories were as follows:

• **Space:** The scale goes from 0 to 42.4, with the top value for a quarter-page unit. However, it was found that there was no directly proportional relationship between the score and the amount of space. For example, while the quarter-page unit was assigned a value of 42.4, the one-eighth-page unit had a value of 35.6. (While this study was in progress, Japanese dailies were restricted to eight pages, and no half-page or page ads were used.)

• **Position:** The scale goes from -4.3 to 6.54; and highest value was assigned to ads appearing directly below the paper's logotype. This contradicted the previously held assumption in Japanese advertising that the best position for an ad was between news columns.

• **Page of appearance:** The scale goes from -3.9 to 5.9. The best page for an ad is the front page; the worst is the sports page.

• **Layout:** The scale went from 13.9 to 22. The study showed that the score of an ad with a photograph is higher by 4.5% than an ad with an illustration. "That may be why the use of photography, whose expression is more vivid, is increasing each year both in Japan and the U.S.," Mr. Yamanaka said.

■ Mr. Yamanaka used complicated mathematical formulations to work out his system, relying heavily on the work done by a leading Japanese statistician, Dr. Chikio Hayashi, author of "On the Prediction of Phenomena from Qualitative Data & the Quantification of Qualitative Data from the Mathematico-Statistical Point of View."

Mr. Yamanaka has written a paper fully covering his experiments, and he said further information is available from the New York office of Dentsu, at 342 Madison Ave. ☆

Commercial Factors Sells Hard

Commercial Factors Corp., New York, after several years' "educational" advertising, has swung to a hard sell campaign that is outpulling the old campaign by five to one in inquiries. Instead of analyzing the complexities of factoring, Commercial Factors is emphasizing the direct benefits in punchy ads stating "Cash as you need it," and "No more credit worries," Fuller & Smith & Ross, New York, has prepared the campaign, which will run the rest of the year in the *Wall Street Journal* and about 20 trade magazines.

Sullivan Joins Remington

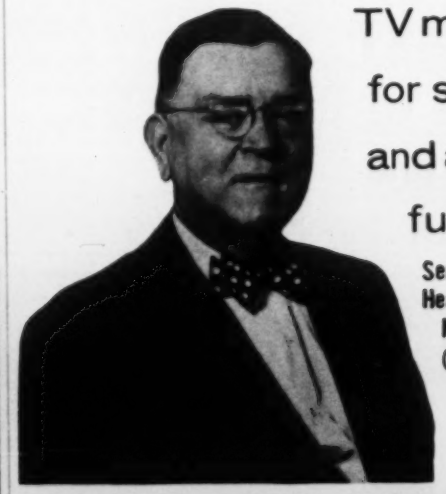
Joseph J. Sullivan, formerly manager of the hearing aid division of Zenith Radio Corp., New York, has been named to the new position of director of sales of the Remington Rand portable typewriter division of Sperry Rand Corp., New York.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

"Look South for new economic strength . . . look at the Jackson TV market area for solid growth and a sound future."



Served, 1954-1957, as Head of Largest World-wide Masonic Organization (Royal Arch Masons)

TOM Q. ELLIS
Clerk, Supreme Court of Mississippi

WLBT Hollingbery 3 WJTV Katz 12

Serving the Jackson, Miss., Television Area

Onus of All Aired Matter Rests on Broadcaster: FCC

(Continued from Page 1)

and that FCC should have issued a rule-making notice instead. Mr. Hyde also objected to release of the staff study on grounds that it will "create confusion" and is "premature and inappropriate."

■ The FCC policy statement sets forth some new ground rules on broadcaster responsibility, as follows:

• "Broadcasting licensees assume responsibility for all material which is broadcast through their facilities. This includes all programs and advertising material which they present to the public.

With respect to advertising material, the licensee has the additional responsibility to take all reasonable measures to eliminate any false, misleading or deceptive matter and to avoid abuses with respect to the total amount of time devoted to advertising continuity, as well as to the frequency with which regular programs are interrupted for advertising messages.

• "This duty is personal to the licensee and may not be delegated . . . The broadcaster is obligated to make a positive, diligent and continuing effort, in good faith, to determine the tastes, needs and desires of the public in his community, and to provide programming to meet those needs and interests."

■ FCC agreed with testimony taken during the program hearings last winter, that "there is not public interest basis for distinguishing between the sustaining and commercially sponsored program in evaluating station performance," but added that this does not relieve the station of the responsibility of retaining the flexibility to meet public needs.

"Sponsorship of public affairs and other similar programs," FCC stated, "may very well encourage broadcasters to greater efforts in these vital areas. This is born out by statements made in this proceeding, in which it was pointed out that under modern conditions sponsorship fosters rather than diminishes the availability of important public affairs and 'cultural' broadcast programming.

■ "There is some convincing evidence that, at the network level, there is a direct relation between commercial sponsorship and 'clearance' of public affairs and other 'cultural' programs. Agency executives have testified that there is unused advertising support for public affairs type programming.

"The networks and some stations has scheduled these types of programs during 'prime time' ".

■ FCC concluded that programming is still the responsibility of the broadcaster, saying: "We do not intend to guide the licensee along the path of programming; on the contrary, the licensee must find his own path with the guidance of those whom his signal is to serve.

"We will thus steer clear of . . . censorship without disregarding the public's vital interest. What we propose will not be served by pre-planned program format submission, accompanied by complimentary references from local citizens.

What we propose is documented program submissions prepared as a result of assiduous planning and conultation covering two main areas: First, a canvass of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation with leaders in community life—public officials, educators, religious [leaders], the entertainment media, agriculture, business, labor—professional and eleemosynary organizations, and others who bespeak the interests which make up the community.

■ ". . . By his narrative development, in his application, of the planning, consulting, shaping, revising, creating, discarding and evaluation of programming thus conceived or discussed, the licensee discharges the public interest facet of his business calling without government dictation or supervision and permits the commission to discharge its responsibility to the public without invasion of spheres of freedom properly denied to it."

■ The phonebook-size "interim report" of the office of network study, dated June 15, covers the relevant portion of the program study launched in February, 1959, and includes staff conclusions on licensee responsibility.

The commission itself has not adopted this interim staff report, but announced that it had been "considered," in connection with issuance of the commission's own policy statement.

The staff report comprises 49 pages of single-space "summary and conclusion," followed by 13 chapters and six appendices.

Two chapters deal with "the effect of advertiser and agency program policies and practices of station licensee responsibility" and "the effects of advertiser control of subject matter of tv programming."

On the latter subject, the staff concluded: "The broadcaster has an admitted duty to exert affirmatively his responsibility for network programming. In this area, as in others, it is his duty to inform himself of the facts and then take reasonable and prudent measures to assure, through his network and otherwise, that advertiser influence in programming remains "incidental" and "secondary" to the basic and vital purposes." #

'Grain Age' Names Chapman

Grain Age, new monthly published by Editorial Service Co., Milwaukee, has named L. S. Chapman advertising sales manager. He was formerly with *Grain & Feed Journals Consolidated*, Chicago. *Grain Age* will begin monthly publication in January.

HELLO HELLO—*To dramatize, visually, its slogan, "Call for the Colonel," National Distillers Co., New York, is offering this vacuum-formed plastic and wire bottle glorifier.*

Last Minute News Flashes

Ellington, Kelly-Nason Discuss Merger

NEW YORK, July 29—Preliminary merger talks have been held by Ellington & Co. and Kelly-Nason. Both agencies handle a number of travel and hotel accounts, with a minimum of account conflicts expected, should the merger go through. Final decision is not expected before mid-August. Ellington last year billed $15,000,000; Kelly-Nason billed less than $5,000,000.

Noble-Dury Gets Black Draught, Dyrid from Cohen

NEW YORK, July 29—Advertising for Chattanooga Medicine Co. will move from Cohen & Aleshire to Noble-Dury & Associates, Nashville, effective Sept. 1. Noble-Dury already handles part of the account. The Cohen agency had its portion of the account for ten years, billing around $400,000 for Black Draught laxative products and Dyrid. Street & Finney is also a Chattanooga agency. Earlier this week, Cohen & Aleshire was named by Mitchum Co., Paris, Tenn., to handle a special test campaign for Esoterica skin cream, concentrating in heavy spot radio.

Penick & Ford Names Grant for 2 More Brands

NEW YORK, July 29—Penick & Ford has appointed Grant Advertising to handle Swel frosting mix and Davis baking powder, effective Jan. 1. Croot & Grand is the present agency. The move will consolidate the company's advertising at Grant, the agency having been appointed in March to handle My-T-Fine puddings, Vermont Maid syrup, Brer Rabbit molasses and Cocomalt.

Blair Labs Switches to Sackheim-Bruck from DDB

NEW YORK, July 29—Blair Laboratories has appointed Maxwell Sackheim-Franklin Bruck to handle advertising for Kerid liquid ear wax remover, effective Sept. 1. The account will concentrate on small space, heavy frequency r.o.p. color newspaper ads and will bill about $250,000, according to Joe Daffner, Blair exec vp and general manager. Doyle Dane Bernbach is the previous agency.

Airequipt Shifts to Sudler & Hennessey from Wexton

NEW YORK, July 29—Sudler & Hennessey has been appointed to handle Airequipt Mfg. Co.'s account, estimated at $400,000. Airequipt will use network tv and other media to introduce its new Superba 35mm projector line this fall. Wexton Co. previously had the account.

Marsh Resigns as Northam Warren Ad Manager

STAMFORD, CONN., July 29—Richard E. Marsh has resigned as advertising manager of Northam Warren Corp., maker of Cutex, Odo-Ro-No and Peggy Sage Products. A successor will be named shortly.

Brother Names Riorden: Other Late News

• **Robert E. Riorden** has been named vp and director of marketing and research of D. P. Brother & Co., Detroit. He joined the agency last month after two years as research director of Young & Rubicam, Detroit. He succeeds John J. Remillet Jr., who was named to Brother's service management staff.

• **Tar Gard Laboratories**, San Antonio, will use two-color newspaper ads plus spot radio in major cities to introduce its Tar Gard cigaret holder nationally. Co-op ads through Walgreen and Katz drug store chains have been running in the Midwest and South. Glenn Advertising, San Antonio, is the agency.

• **General Mills**, Minneapolis, reported gross sales of $537,818,000, second highest in company history, and earnings of $11,515,000 for the fiscal year ended May 31. Sales in fiscal 1959 were $545,998,000, with earnings of $17,276,000.

• **Don C. Marschner**, manager of sales promotion and advertising of Shell Oil Co., New York, has been named to the new post of manager of consumer research, effective Aug. 1. He will be succeeded by C. F. Martineau, currently manager of Shell's Detroit marketing division.

• **Squibb Labs**, the new marketing unit of E. R. Squibb & Sons, a division of Olin Mathieson Corp., New York, will sponsor NBC-TV's "People Are Funny" this fall, marking the first time that the pharmaceutical company has devoted a full network show to promoting its consumer products. Commercials will be devoted to Vigran vitamins and Squibb aspirin. Squibb's order was placed through Donahue & Coe.

• **Harold Goldman**, formerly exec vp of National Telefilm Associates, has formed Television Enterprises Corp., Hollywood, to distribute specialized tv film throughout the world. Mr. Goldman, one of the veterans of tv film syndication, plans to establish branch offices in New York and Chicago.

• **National School of Aeronautics**, Kansas City, has appointed Phillips & Cherbo, Chicago, to handle its $300,000 account, effective Aug. 1. Fardon Advertising, Kansas City, is the former agency.

• **D. B. Seem**, vp and director of advertising of Electric Autolite Co., Toledo, has resigned. He will announce his future plans Aug. 15. A successor has not yet been named.

• **Handling & Shipping Illustrated** will be the new name of the monthly *Material Handling Illustrated*, starting with the October issue. The magazine, published by Industrial Publishing Corp., Cleveland, has a circulation guarantee of 75,000.

• **Philip C. Kenney**, formerly a vp and associate media director with Kenyon & Eckhardt, has joined Reach, McClinton & Co., New York, as media director, succeeding Douglas Burch, who has joined P. Lorillard Co. as media director (AA, July 25).

Brunswick Buys Larson Boat

Brunswick Corp., Chicago, which changed its name in April from Brunswick-Balke-Collander Co., has signed an agreement to purchase the business and assets of Larson Boat Works, Little Falls, Minn., and its subsidiaries. This is Brunswick's second acquisition in the boating field. Brunswick acquired Owens Yacht Co. in April.

NL&B Names Smart, Young

David B. Smart and Philip P. Young Jr. have been appointed account executives at Needham, Louis & Brorby's Chicago office. Mr. Smart was formerly with Marsteller, Rickard, Gebhardt & Reed, Chicago, as an account supervisor. Mr. Young is being promoted from NL&B's copy department to the account assignment.

Brach Seeks New Agency Following Split with Tatham

Agency Lost Money on Candy Account, Laird Maintains

CHICAGO, July 29—E. J. Brach & Sons and Tatham-Laird have mutually agreed to discontinue their client-agency relationship, effective Oct. 31, and the candy company currently is seeking a new agency.

Bert Lowe, Brach advertising manager, told ADVERTISING AGE that the company currently is holding preliminary screening of about six agencies. Following preliminary talks, agencies which are not eliminated will be invited to come in for more detailed talks with Brach officials.

"We hope to make a decision on a new agency as quickly as possible," Mr. Lowe said. He declined to name any agencies under consideration. The Brach account bills about $700,000.

■ Tatham-Laird's inability to make a profit from the Brach account was listed as the principal reason for the split, according to Kenneth Laird, president of the agency. T-L succeeded Arthur Meyerhoff Associates on the account early last year (AA, Jan. 26, '59).

"We are extremely sorry that this relationship has come to an end," Mr. Laird said. "The Brach products are excellent. The Brach people have been wonderful to work with. And the client-agency teamwork has produced outstanding sales increases.

"There was only one flaw. The agency lost quite a lot of money in handling the account. We raised the question with our client, suggesting a fee in addition to normal commissions to bring our income and outgo into balance, without reducing the quality level of our service. The client decided that he was unwilling to adopt what he felt to be a non-standard method of compensation," Mr. Laird said.

■ The T-L president told AA that when the agency took on Brach, "we assumed we could make a profit, but it just didn't work out; costs were higher than we expected." Mr. Laird declined to say how much money the agency lost or how much of an additional fee was asked for above the standard 15% media commission.

Mr. Lowe said his company thinks "highly of Tatham-Laird" and added, "It was not right to continue our relationship if the agency felt the account was not profitable." #

National Union to KM&G

National Union Insurance companies, Pittsburgh, has named Ketchum, MacLeod & Grove, Pittsburgh, as its agency. National Union operates as a group which includes National Union Fire Insurance Co., National Union Indemnity Co. and Birmingham Fire Insurance Co. of Pa. Ketchum, MacLeod also has been named to handle advertising for Long-Airdox Co., a division of Marmon-Herrington Co., Oak Hill, W. Va. Long-Airdox supplies mining equipment to the coal industry.

Stanley Names Thompson

Stanley-Humason, of Forestville, Conn., subsidiary of Stanley Works, has appointed David C. Thompson to the new post of marketing manager. Mr. Thompson joined Stanley Works in 1957.

Pacific Phone's New Northwest Unit Names GB&B

(Continued from Page 1)

its creative approach had built both sales and prestige for this company.

GB&B told AA that it made no speculative presentation for the account, nor did it prepare any special ads for its solicitation.

"All we did was to show them very carefully what we have done for other clients," the agency said. "This included the showing of tv commercials, the playing of radio commercials, and the exhibiting of print campaigns."

GB&B was one of 11 agencies bidding for the account during the past 60 days. Pacific Telephone & Telegraph Co., a Bell company, on July 1 split off operations in Oregon, Washington and northern Idaho into an independent division, Pacific Telephone/Northwest, which functions as though it were a separate corporation.

Batten, Barton, Durstine & Osborn continues as agency for the parent company and its operations in California and part of Nevada. GB&B will take over the new unit's advertising Jan. 1.

■ Two factors led to the appointment of GB&B, E. D. Ruble, assistant vp of the division, told Advertising Age:

"If we were going to operate as an independent unit of the Bell System, we felt it would be better to have an agency different from that of the parent company."

Also, in choosing GB&B, PT/NW is "reaching for a fresh approach," he said. It is clear that GB&B made a strong impression for its imaginative work in advertising.

He added that the advertising budget has not yet been set up but that the account probably will bill between $500,000 and $600,000 a year.

Mr. Ruble stressed that the company did not seek out an agency, but heard from agencies which came to it asking about the account. Mr. Ruble and his associates went to each agency under consideration, "spending about a morning" at each office, discussing personnel, accounts and ideas. A short questionnaire intended to provide roughly parallel material on each agency was left at each place.

The questionnaires covered facilities, staff, billings, accounts, etc. Then followed broader questions:

- "Where would the creative work for Pacific Telephone/Northwest be done?
- "Why do you feel your agency is qualified to handle advertising and promotion for PT/NW?
- "What are a few outstanding ideas your agency has created for clients?
- "What experience and knowledge has your agency in the business climate of the states of Oregon, Washington and Idaho?
- "On what basis of compensation does your agency work?"

■ Agencies soliciting the account included BBDO, Cunningham & Walsh; Grant Advertising; McCann-Erickson; Frederick E. Baker & Associates, Seattle (and an affiliate, Richard Montgomery & Associates, Portland); Botsford, Constantine & Gardner; Cole & Weber; McCarty Co. of Washington; Miller, MacKay, Hoeck & Hartung; and Pacific/National, in addition to Guild, Bascom & Bonfigli.

Young & Rubicam inquired about the account, but, having no Seattle office, dropped out. Cunningham & Walsh also has no Seattle office, but indicated it was planning to open one.

PT/NW's advertising department, reporting to Mr. Ruble, consists of Dan Hutchins, general advertising manager, formerly with AT&T marketing division, New York; William Van Steenburgh, formerly advertising supervisor for the phone company at Portland; and Dale Edwards, formerly in the phone traffic department, Seattle. GB&B's Seattle office is headed by Tom Killilea. #

Goody Suit Charges Columbia Records Seeks 'Monopoly'

New York, July 26—Columbia Records has about two more weeks to answer a suit filed in federal court last week by Sam Goody Inc., a discount house, under the provisions of the Sherman Anti-Trust Act.

The action, asking $750,000 in treble damages, charged Columbia Records with attempting to monopolize the retail sale of records and offering competitively unfair prices to consumers for the purpose of inducing them to join its record club. Also named in the suit were Caedmon Records and Caedmon Sales Corp.

Goody, one of the country's largest record retailers, charged that Columbia Records advertised and sold records bearing list prices of $3.98, $4.98 and $5.95 at such cut prices as six for $3.98 and five for $1.97. These same records were alleged to have been sold to Goody and other retail customers at prices approximately 62% of the retail list price. The cut-rate offers were said to have been made to induce consumers to enter into contracts with Columbia Records for the purchase of quantities of additional records at prices equivalent to 66⅔% of Columbia's advertised retail list values.

■ The complaint further charged that all three defendants recently "entered a conspiracy to enable Columbia Records to expand its business of the sale of records, to injure and destroy competition with Columbia Records, and to monopolize the retail sale of records."

Goody asked that the alleged monopolistic acts be declared illegal and that the defendants be prohibited from such practices in the future. The complaint also requested a preliminary injunction to prohibit Columbia and the Caedmon companies from enforcing any contracts already made or from making any new contracts which would be in restraint of trade.

In April, 1960, the court approved Goody's reorganization plan in which it agreed to pay competitors 3% cash and 45% in installments over a 10-year period. The company filed for the Chapter XI arrangement in March, 1959, at which time its liabilities totaled more than $5,000,000. #

Sando Buys Auto Journal

Sando Publications, Orange, Cal., has purchased *Western Automotive Journal*, Los Angeles, and merged it with *Motor West*, effective with the July issue. Ad rates for *Motor West* will not be changed.

Hall to Diamond-Barnett

Judith Hall, formerly vp of Merre White Associates, has been appointed director of fashion promotion and publicity of Diamond-Barnett, New York agency.

Bernsau Joins Wellington

William H. Bernsau, formerly with KYW, Cleveland, has joined Wellman Co., Cleveland, as art director.

Prinz Stratton Cremerius Mazeika Elliott

CAMPAIGNING—*Girls passing out "I is for Fiz' " buttons—tying in with a Clark Oil & Refining Corp. ad campaign—at the Republican convention in Chicago managed to tag many notables, including Illinios' Gov. William G. Stratton. Fizbee, a mythical character in Clark radio spots, is running for commissioner of manholes (AA, May 16). Girls on the button distribution team include Naomi Prinz, Jody Cremerius, Alma Mazeika and Twyla Elliott. Tatham-Laird, Chicago, is the Clark agency.*

JWT Seeks Local Rate for Dealer Radio Ads

(Continued from Page 1)

business in some cases but not in others. The agency is paid the usual 15% commission, and in non-commissionable cases 15% is customarily added to the net rate, whether local or national.

Representatives complained of this latest effort to downgrade broadcast rates, but they had no assurance that stations generally would say no to one of spot radio's very best clients despite the reps' efforts to hold the line on national rates. Answers to JWT's queries aren't in yet, but some stations have indicated that they will refuse to accept this business at a local rate. Single rate stations, of course, have no problem with Ford and JWT since they already charge the same basic rate to all buyers.

■ The JWT-Ford point of view—that this is local money to be spent at local rates—was set forth succinctly in the letters to radio stations. Here is a July 21 letter, signed by Norman A. Grant, of JWT's Chicago office:

"As you know, we serve as advertising counsel to the Davenport Ford Dealers Advertising Fund. This is an association of Ford dealers whose purpose is to advertise and promote the sale of Ford products, used cars, parts and service locally.

"The Davenport FDAF receives its funds through contributions made by each local member, to be expended for local advertising on an organized basis. The dealers feel, and properly so, that since these are local funds they should be viewed the same as advertising funds spent by any other local merchant.

"As a consequence, the directors of the Davenport FDAF feel that any advertising placed in behalf of the local Ford dealers should qualify for the local rates on your station just the same as it would if the local dealer placed the order direct.

■ "The fact that this money is collected in a 'pool' or central fund does not change in any respect the basic local character either as to its origination or spending... The pooling or central fund is merely the employment of a system to provide coordination and timing and greater effectiveness in the use of these local advertising monies.

"It is for these reasons we have been asked to write you requesting that the local rate be extended on orders which we place with your station for the Davenport FDAF.

"Thoughtful consideration of this request will be appreciated. Attached is a reply form for your convenience. It will be helpful if you will send your reply promptly."

■ The attached form asked stations for a yes or no answer to three questions: (1) Do you have a single rate? (2) Will you accept placement through an agency and extend local rate? and (3) Will you accept placement through Ford dealers advertising fund and extend local rate? The agency also asked for two copies of the local rate card.

In commenting on the rate situation, John E. Pearson, head of the rep company which bears his name, told AA that "our recommendation to stations has been, still is and always will be that any consumer product should be charged the rate you publish in Standard Rate & Data regardless of who buys the time and pays the bill." #

FTC Says Ads for 'Folk Medicine' Book Are Misleading

Washington, July 27—The Federal Trade Commission filed a complaint today against Holt, Rinehart & Winston Inc., New York, charging that one of its books, "Folk Medicine," doesn't live up to its cure-all ad claims.

The complaint alleges that the publishers, formerly Henry Holt & Co., falsely advertised that the book sets out a cure for numerous "nagging ills and chronic ailments or diseases which defy conventional medical diagnosis."

■ The FTC complaint charges that the treatments listed in the book, written by Dr. D. C. Jarvis, will not "arrest, correct or cure" a host of conditions such as the common cold, arthritis, kidney trouble, digestive disorders, high blood pressure, obesity, chronic fatigue, headaches, hay fever, asthma, run down feelings, lack of energy, sinus infections, lack of fertility, and others.

The complaint also objected to the claim that the methods had been scientifically tested and were a guide to good health.

The company is granted 30 days in which to file an answer to the complaint. #

Biscayne Denies Improper Actions in Channel 7 Case

Washington, July 26—Biscayne Broadcasting Corp. today related its own version of the Miami Channel 7 case to the Federal Communications Commission, denying that it arranged off-the-record approaches to influence the vote of former Commissioner Richard A. Mack.

The denial came after FCC's legal staff urged the commission to cancel the license for Channel 7 held by Biscayne (AA, July 25). The FCC staff said Biscayne was among three applicants who tried to influence improperly FCC's decision concerning Channel 7.

The staff recommended that the three—Biscayne, South Florida Television Corp. and East Coast Television Corp.—be "absolutely disqualified" from further consideration in the case "or, in the alternative, their conduct should be weighed adversely against them in any future comparative consideration for the channel."

■ In its answer to the commission, Biscayne contended, "There is no evidence that Biscayne made any entreaty, presentation, or inducement, outside the record, to any commissioner or that any commissioner had any cause to [be embarrassed] by reason of any activity engaged in by Biscayne."

Biscayne's "proposed findings" charge that South Florida and East Coast "are deserving of censure and the judgment that each is unfit as a licensee."

In separate statements filed with FCC, South Florida admitted it paid $5,000 to Miami attorney Thurman A. Whiteside in 1955 to "find out where the pressures were coming from" and to get the case "opened up," but no attempt was made to influence Mr. Mack, the company said.

East Coast also paid $5,000 to Miles H. Draper to start a "brush fire" aimed at members of Congress and "to arouse public opinion" against newspaper ownership of Channel 7. Biscayne is principally owned by major stockholders of the *Miami Herald* and the *Miami News*.

■ East Coast admitted that Mr. Draper went too far in correspondence with Commissioner Mack by seeking his vote, but added that "for a lawyer who was unfamiliar with FCC's regulations, Mr. Draper's view was not unreasonable. Moreover, failure of Commissioner Mack to point out to Mr. Draper that his correspondence with him was partially improper also tends to make Mr. Draper's conduct only slightly culpable, if at all."

Although a fourth applicant was not mentioned in the FCC report, it nevertheless filed an answer with the commission. The company, Sunbeam Television Co., demanded "absolute disqualification" of Biscayne, East Coast and South Florida. #

Schram Forms Plans Board

Schram Advertising Co., Chicago, has formed a plans board to serve in the development of advertising, merchandising and public relations strategy for its clients. Members are Ira P. Weinstein, agency president; Raymond J. Henning and Lawrence M. Cohen, vps and account executives; Fred S. Brody, pr director; Robert M. Solomon, copy chief, and Hillard Jasinski, art director.

Naegele Promotes Perlich

Neal A. Perlich has been named sales manager of the painted bulletin and poster department of Naegele Outdoor Advertising Co. Minneapolis. He formerly was an account executive for the company

2,000 Coupons from Insert in Advertising Age!

Esquire reports results of Christmas issue promotion . . .

Esquire
THE MAGAZINE FOR MEN
488 MADISON AVENUE
NEW YORK 22, N.Y.
PLAZA 9-3232

SAMUEL FERBER
ADVERTISING MANAGER

June 6, 1960

Jack Gafford, Esq.
Advertising Age
630 Third Avenue
New York 17, New York

Dear Jack:

Sometimes we're inclined to take the advertising trade press for granted. Then along comes an ad, keyed to produce direct returns, and our good judgment in choice of media is confirmed.

A case in point is ESQUIRE'S Christmas Jubilee Special which ran in the April 18th issue of Advertising Age.

This four page insert, anhouncing a trip to Europe Contest, to date has pulled over 2,000 entries from readers of Advertising Age--a remarkable number in relation to Advertising Age's total circulation.

Equally significant to us is the quality of respondents, the high incidence of heads of advertising agencies, account executives, media directors, advertising managers and presidents of corporations.

We're delighted with the results.

Cordially,

Samuel Ferber

SF:lb

"We're delighted with the results"
Says, **SAMUEL FERBER**
Advertising Manager
Esquire Magazine

Getting results from advertising is one thing. But getting response from top echelon people in both industry and advertising agencies makes its mark with advertisers. It did with Esquire magazine.
Why don't you discover for yourself, the real performance available through Advertising Age?

important to important people

Advertising Age

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

Campaign Associates Gears Up for Appointment to Handle GOP Drive

(Continued from Page 3)

ably place most of its media billings in the broadcast media via the networks headquartered in New York.

A few pre-campaign ads may go into print media, but once the vote drive gets under way, state and local GOP organizations will receive ad mats and other material which they can place locally.

■ Campaign Associates will operate under the "anchor and loan" plan established by the American Assn. of Advertising Agencies and used during the 1956 Democratic campaign by Norman, Craig & Kummel.

Under the plan, men from various agencies will work for CA while remaining on their own agencies' payrolls. CA will then reimburse the agencies.

Already announced as on loan, besides Mr. Newton, are John Steer, vp and copy supervisor with Kudner Agency; Bruce Allen, of Lennen & Newell, and Paul Kaye, of Hixson & Jorgensen.

Mr. Newton said that about 50 people will work for the agency in the course of the campaign. About half of these will form the core of the agency.

Mr. Newton said it is possible that the agency may take on additional clients, but that "no one has approached us yet, and we're too busy to solicit business."

■ As agency for the Republican National Committee, Campaign Associates will have the election of the Republican candidates for President and Vice-President as its prime mission. Candidates for congressional or state posts will work through state organizations, and CA will not work with them unless requested to do so by the national committee.

■ If this agency setup is successful, Mr. Newton said, the corporate structure will be retained after the election. But no matter what its financial success, the agency would be forbidden by law to return any money to its client, the GOP.

One press report said one of the reasons the agency was established was to avoid any "stigma" that might be attached to having a regular Madison Ave. agency run the campaign, but Mr. Newton said "no such feeling was communicated to me."

He declined to reveal any hint of what was to come in the campaign, or how much the party will spend. In 1956, the Republicans reported they spent $2,180,000 on tv in the Presidential campaign, and $558,000 on radio.

Campaign Associates has opened offices at 52 Vanderbilt Ave. in New York, and expects to get quarters in Washington soon, probably sharing space with a Republican group there.

GOP PLATFORM TOUCHES LIGHTLY ON AD FIELD

CHICAGO, July 28—The Republican Party's 1960 platform released this week contained no new proposals of interest to the advertising industry.

The closest approach to a statement referring to possible curbs on advertising came in the section devoted to economic growth in business:

The platform said the GOP favored "spurring the economy by advancing the successful Eisenhower-Nixon program fostering new and small business, by continued active enforcement of the anti-trust laws, by protecting consumers and investors against the hazard and economic waste of fraudulent and criminal practices in the market place, and by keeping the federal government from unjustly competing with private enterprise upon which Americans mainly depend for their livelihood."

A plank in the government administration section reaffirmed the Republican's desire to place the Post Office Department on a self-sustaining basis.

■ In presenting proposals on matters of health, the platform asserted: "In safeguarding the health of the nation the Eisenhower-Nixon administration's initiative has resulted in doubling the resources of the Food & Drug Administration and in giving it new legal weapons. More progress has been made during this period in protecting consumers against harmful food, drugs and cosmetics than in any other time in our history. We will continue to give strong support to this consumer-protection platform." #

More Dodge Dealers To BBDO

Dodge dealers in the Chicago metropolitan area have named Batten, Barton, Durstine & Osborn to handle all advertising for their Retail Selling Assn. At the same time the Dodge dealers of the Toledo metropolitan market have appointed BBDO to handle group advertising. Last March BBDO was named to handle national advertising for Dodge and later acquired the division's Canadian and international business.

Last week BBDO was named to handle the Detroit area Retail Selling Assn. of Dodge dealers (AA, July 25).

Portland's Union Newspaper to Go Daily in November

PORTLAND, ORE., July 27—The *Portland Reporter*, tabloid published by unions in the strike against the *Oregon Journal* and *Portland Oregonian* (AA, Nov. 16, '59, *et. seq.*), announced it means to establish a daily paper on or about Nov. 1.

The twice-a-week *Reporter* has been carrying 32 tabloid pages an issue and is preparing to go to three-times-a-week, Robert D. Webb, publisher, told ADVERTISING AGE. The newspaper has free distribution with approximately 125,000 circulation in the Portland area only, and carries both display and classified advertising.

Volume of classified has been heavy, and Mr. Webb said that a number of times in the last several weeks the *Reporter* has carried more classified than the *Journal* of the same day. The move to thrice-weekly publication has been awaiting the arrival of additional equipment, particularly in stereotyping.

■ As a daily, the *Reporter* will sell for 5¢ a copy or $1.25 a month, six days a week. Capital for the new paper will be raised through sale of stock to the public, Mr. Webb said. A request for registration is before the Securities & Exchange Commission now.

Equipment for the daily already has been leased, Mr. Webb said, from the International Typographical Union and consists of a complete newspaper plant at Miami. Some other equipment also will be bought, Mr. Webb added, "so as to be fully competitive."

The *Journal* and *Oregonian* continue publication in spite of token picket lines. #

BLOCK-BUSTER—*British Columbia Telephone Co., Vancouver, had a problem. Its new marketing and sales department was virtually unknown to business men and its new equipment needed a good launching. James Lovick & Co. came up with answers which the client admits surprised it: Half-page "block-buster" newspaper insertions; light-hearted photos and free-wheeling copy. Biggest shock was cutting down the company signature to B. C. Tel. Results came fast with immediate equipment sales, and the client says, "Top marks to our agency: Kathy Campbell for the copy; John Mackillop directing the art; Gordon Hayward for getting the whole show on the road; Selwyn Pullan did the photography."*

Sackel-Jackson Organizes; Billing Zooms from $2,000,000 to $12,000,000 with Lestoil

(Continued from Page 1)

Miller, an account executive at Jackson, as previously reported, will be advertising manager. Marion Mocheski, who was station promotion director at Jackson, will be sales promotion manager. Mr. Sackel will serve on the Lestoil operations committee and aid in the over-all direction of ad and marketing plans.

■ When he assumed the office of the Lestoil presidency in June, Mr. Hogan told ADVERTISING AGE he was interested in getting his company away from the idea of a "captive house agency." This point was stressed again this week when he said that house agencies "lack the creative and competitive motivation so vital in today's market."

And to point up its hopes of being known as something more than the Lestoil agency, Sackel-Jackson said its future plans call for "vigorous solicitation of major new accounts in a variety of fields." The agency currently lists about 20 other accounts, including Everedy Co., another division of Standard International, and Bolta Co., where Mr. Hogan and Mr. Sackel worked together for several years. #

Martin Revson Plea Asks Look at Books

NEW YORK, July 26—The bitter battle between the brothers Revson broke out anew this week, as papers were filed by Martin Revson against Charles, president of Revlon Inc., seeking an examination of the corporate books.

Martin, Revlon exec vp until his resignation in April, 1958, and still a major stockholder, wants to know "the extent to which Revlon Inc. found it necessary to borrow additional funds in order to complete the acquisition of Realistic Co." earlier this year, and "how the acquisition was financed."

He also would like to examine the expense accounts of corporate executives and expenditures by Revlon for automobiles, apartments, hotel suites and boats from 1958 to 1960. Martin's petition alleges, "by way of example," that early this month Revlon acquired a $32,000 Rolls Royce, although it still maintains a 1960 chauffered Cadillac limousine, customarily used by Charles Revson.

■ Martin adds that he was told that prospective Revlon executives were offered "exorbitant expense accounts as an inducement to come with the company."

Revlon has denied Martin access to the papers he requested, charging him, among other things, with an "ulterior purpose" in connection with his already pending lawsuit for the recovery of $600,000 (AA, March 21) and adding that he already is more familiar than most stockholders with the information he requests.

The court has reserved decision.

ROY L. ALBERTSON

BUFFALO, July 28—Roy L. Albertson Sr., founder and former owner of radio station WBNY, died Wednesday in his summer home in Prescott, Ariz. He was 61. Mr. Albertson retired from radio broadcasting in 1954 after a second heart attack.

He retained his status as major stockholder in station KNOT, Flagstaff, owned by his son, Roy Jr.

Mr. Albertson founded WBNY in 1935, and sold the station to the Nathan Straus Corp. in December, 1959 for $610,000. Before founding WBNY, Mr. Albertson served five years as station manager of WEBR, Buffalo.

Waldman to Haas; Rothbardt Joins Beam as Ad Head

Neal Waldman has joined Robert Haas Advertising, Chicago, as account executive and copy chief. He held a similar post with Gordon & Hempstead for the past several years.

The Haas agency changed its name from Rothbardt & Haas upon the present departure of Adolph M. Rothbardt, former president. Mr. Rothbardt joined James B. Beam Distilling Co. Aug. 1 as advertising director, succeeding Barry Berish, who has been transferred to Beam's monopoly state operations.

Buist Named Art Director

Creative Advertising Agency, Grand Rapids, Mich., has appointed Alan R. Buist art director. Before joining Creative in April, Mr. Buist had been with Cartoonists Inc., W. Dwight Smith Studios, and Domestic Engineering Publications, Chicago.

CBC Sees Its Ad Income Dwindling

Surplus from Ad Receipts May Be Last One; Private Broadcasting Begins Soon

MONTREAL, July 26—It is costing the taxpayer approximately $1,000,000 a week to keep the Canadian Broadcasting Corp. in business and, according to reports just tabled in Parliament by the CBC and the Board of Broadcast Governors, there is every indication that costs soon will start to increase.

■ The extra cost in the future may be felt as the CBC, its present tv monopoly in major centers soon to be ended by private competition, turns increasingly to the so-called "public service" programming on which CBC policy usually forbids advertising revenue.

In addition, with 93% of Canada's 17,000,000 population now covered by a mixture of CBC and private tv, it will probably fall to the publicly owned corporation to expand tv into remaining thinly settled areas which offer no profit potential for private interests.

Over-all cost of CBC operations for the year just ended exceeded $102,200,000. Included were $2,005,884 for its international service, the multi-language shortwave operation beamed chiefly to Europe, and $6,259,935 for meeting the capital expenses of CBC expansion. Both bills were paid by the federal treasury.

■ But the biggest outlay by the CBC was in operating its domestic radio and tv operations, including the various networks. This ran to $94,039,765 in 1959-'60. Before the year began the federal treasury made a $58,404,000 contribution as a parliamentary grant.

When the year ended the corporation found that its drive for more commercial revenue exceeded expectations by $4,000,000, with the result that combined radio-tv income was up 18.3%, to a gross $38,162,337, with more than 90% of it from tv. Other revenue boosted the total to $38,653,000. The result was that CBC didn't have to use $6,103,772 of its government grant. The money will be turned back to the Canadian treasury.

■ Meanwhile, CBC foresees an end to its increasing revenues as a result of competition from private tv, soon to begin operations in eight major cities, following the government's decision to end the old single-channel policy. Such competition "may have the effect of reversing this trend toward steadily rising CBC income from advertisers," the report said.

But the report also made clear that the CBC doesn't intend to budge, even in the face of private competition for audiences and advertising, from its present programming policy. #

Reuter & Bragdon Adds Two

Reuter & Bragdon, New York and Pittsburgh, has appointed William F. Minnick promotion and media director and Roy Woods consumer products account executive. Mr. Minnick was formerly director of advertising and public relations of the Instrument Society of America. Mr. Woods was formerly a consumer products marketing man for Batten, Barton, Durstine & Osborn.

Michiana Names Hamilton

W. Thomas Hamilton, manager of WNDU, South Bend, Ind., has been named general manager of Michiana Telecasting Corp., owner of WNDU and WNDU-TV. He succeeds the late Bernard C. Barth.

New Products Council Issues Manual on Promotions in Supers

CHICAGO, July 27—A new manual for supermarket promotions, detailing the relationships among types of product, store types and methods of promotion, has been published by the supermarket products division of the New Products Council.

"Manual of Promotion at Supermarkets" was written by Laurence E. Korwin, director of the council.

It is divided into four parts. The first three explain the various types of products (grouped by factors which affect the type of promotion used), the kinds of store images and the methods of promotion. The fourth section fits the three factors together.

The manual is available from the council, 333 N. Michigan Ave., for $5 per copy. Quantity discounts are available. #

Dix Opens Own Company

Warren R. Dix has opened a new advertising consulting company with offices at 521 Empire Bldg., Pittsburgh. Mr. Dix had been an account supervisor for the past three years with the Pittsburgh office of Fuller & Smith & Ross. Working with manufacturers, retailers and agencies, Mr. Dix will specialize in the planning and execution of promotion programs, sales presentations, public relations and marketing research.

'Western Industry' Adds 2

Western Industry, San Francisco, has appointed Roger Thorsen midwestern manager and Donald J. Stroop as eastern manager in charge of advertising sales. Mr. Thorsen formerly with *Life International* and *Sports Illustrated*, will headquarter in Winnetka, Ill. Mr. Stroop, previously a sales representative for *Chemical Engineering Progress*, will headquarter in Tenafly, N.J.

NEW DRILL—*Liberty Distributors, Philadelphia, a group of 26 hardware wholesalers across the nation, is using spreads in hardware trade publications during August to introduce a power drill, the first of a line of exclusive power tools it will market. Liberty Distributors claims this will be the first time independent retailers will have their own line of power tools to sell. Circulars, ad mats, envelope stuffers, two-color banners, pennants, illustrated price cards, radio and tv copy will be provided to 2,500 retailers.*

Greenaway Elected President

Paul Greenaway, Florida Power & Light Co., Miami, has been elected governor of the Advertising Federation of America's fourth district. Also elected were: Joe Kelly, Chamber of Commerce, Jacksonville, 1st lt. gov.; William S. Doyle, Gold Coast Publications, Ft. Lauderdale, 2nd lt. gov.; Thomas Bonneville, Tom Bonneville Advertising Specialties, Orlando, treasurer, and Richard L. Ashe, Lakeland, corresponding secretary.

McIntyre Named Media Head

Glenn McIntyre has joined Van der Boom, Hunt, McNaughton, Los Angeles, as media director. Mr. McIntyre was formerly with McDonald-Thompson, Los Angeles.

Solar Boosts Schmidt

Solar Aircraft Co., San Diego, has appointed Robin Schmidt director of public relations and advertising. Mr. Schmidt joined Solar in 1957.

Ad Clinic #16

(a transparent device to get you to read this Sheraton ad)

by Sam St. Cyr

Avoid overstatement

YOU CAN GET FREE, 104-PAGE HOTEL BOOKLET

Who ever heard of anybody — much less a hotel company — offering a 104-page brochure? And free, yet.

This ad must be promising more than it can deliver.

Beg pardon, sir. You can indeed get this 104-page, fact-packed brochure — free. Contains dope on all 54 Sheraton Hotels, how to get a confirmed room reservation anywhere in 4 seconds with Sheraton's electronic *RESERVATRON*, etc. To get booklet (and to prove you read this ad), write: **Sheraton Corp., Ad Age Ad #16, 470 Atlantic Ave., Boston, Massachusetts.**

Stockholders Know Little of Ad Policies, Survey Reveals

NEW YORK, July 27—The United Shareholders of America has come up with a survey which shows that—statistically, at least—nearly three out of four of the nation's stockholders are woefully ignorant of advertising policies of companies in which they own shares.

The group, a non-profit organization dedicated to a more informed stockholder, checked 2,000 owners of common stock for their "knowledge-ignorance" quotient in investment matters and concluded that stockholders were generally pretty ignorant, particularly in the area of advertising.

▪ Of the total number of shareholders surveyed, for example, only 27% claimed to have "any familiarity whatsoever" with ad policies of their holdings, while 73% confessed complete ignorance, the survey indicated. What's more, only 11% of those replying affirmatively would hazard a guess on their holding's ad budget. Of this number, nine out of ten stockholders were in "severe error."

Some examples:

• One shareholder in Ford Motor Co. estimated that Ford invested $50,000 in advertising in 1959 as against an actual figure of some $61,700,000.

• The ad budget of General Foods, estimated at $61,000,000 last year, was placed at $60,000 by the company shareholders.

• General Motors, which placed an estimated $110,600,000 in ads last year, was thought by stockholders to have spent $100,000 tops in advertising its products.

▪ For those concerned with product and corporate imagery, the survey also had some surprises. Of the total number of shareholders surveyed (some three out of four college educated), the researchers found that 51% could not name a single product or service of any company in which they own stock.

Of the 49% claiming to have knowledge of their holdings, 6% failed to name products of corporations on their investment lists. Some examples of wrong answers included stockholder listing of Bell & Howell as an aircraft company; General Motors as a gasoline marketer; Sterling Drug as a silver company; Raytheon as a uranium company; Swift as a truck maker; and Merck (drugs) as a food company.

▪ All of this, concluded Benjamin A. Javits, president of the group, provides an image of America's investors that "is even more shocking than might have been expected."

Copies of the report will be sent to stockholders on request to the organization at 630 Fifth Ave., New York, or 1593 K St. N. W., Washington. #

Official Films Syndicates 'Playboy Penthouse' Series

Official Films, New York, will syndicate a series of 26 one-hour "Playboy Penthouse" tv shows beginning this fall. The agreement was made with Hugh Hefner, publisher of *Playboy*.

DFPA Promotes McQuilkin

Duane G. McQuilkin has been named merchandising director of Douglas Fir Plywood Assn., Tacoma. Mr. McQuilkin, who joined the association in 1955, succeeds Dan B. Sedgwick, who is joining George W. Fotis & Associates, New York, management consultant.

Gingery Joins Seed Company

Lee E. Gingery has been named advertising manager of Henry Field Seed & Nursery Co., Shenandoah, Ia. He formerly was circulation manager of Modern Handicraft Inc., Kansas City.

Swenson Joins Knox Reeves

Vernon L. Swenson has joined Knox Reeves Advertising, Minneapolis, as media evaluation supervisor. He formerly was a media supervisor with Procter & Gamble Co., Cincinnati.

DETROIT

11 YEARS OF LEADERSHIP IN THE NATION'S 5th MARKET

WJBK-TV

the **STORER** *station backed by 33 years of responsible broadcasting*

You need...

the 2nd largest market in the nation's 2nd largest market

You get...

it by advertising in the only newspaper which covers it.

The powerful selling force for advertisers in the Long Beach part of the Los Angeles-Long Beach Metropolitan Area is the

Independent Press Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA

THE INTERNATIONAL CITY

Represented nationally by RIDDER-JOHNS, INC.

MEMBER METRO COMICS GROUP

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Department, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

SOLID OPPORTUNITY FOR YOUNG AD MAN

Ad department of brand-name manufacturer located in South needs versatile administrator-copywriter with 3-5 years direct experience in agency or company. No top-level job this, but one with definite potential for right man. Job requires definite creative ability, copywriting know-how, some production knowledge. Industrial and-or package goods experience helpful. No real salary problem for right man. Give experience resume, salary requirements, in first letter.

Box 3924, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

J " S C
Advertising Agencies or Agents Wanted

National Anglo-Jewish Weekly seeks representatives throughout the country . . . contact.

The Jewish Press
2427 Surf Avenue
Brooklyn 24, N. Y.

ART DEPARTMENT MANAGER

Financially sound, small town agency in Central Illinois has opening for Art Dept. Manager. Prefer agricultural background. Must be able to handle all phases art to printing. Salary $6,500 to $7,500 depending on experience and qualifications.

Box 3937, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TABLOID SPACE SALES

Man wanted to sell established tabloid, promising publication, very promising industry. Experience in sales of space in "response type" publication desirable. Chicago location.

Box 3921, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMMERCIAL ARTIST—Young man, versatile, experienced, strong in layout and design. Excellent opportunity in progressive North Carolina advertising agency. Send complete resume for N.Y. interview.

Box 3922, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

For Eastern Territory—Must live adjacent to New York City—Extensive travel—Advertising or Intangible Sales Experience required—Substantial draw against commission—Top opportunity for creative planner, with ambition and real desire for managerial position. Send resume of experience and record of accomplishment. We will respect your confidence.

Box 3926, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY CONTACT MAN

Must have some billing. We have complete art, copy and photo facilities. Salary and bonus. All replies in complete confidence. Please do not phone. We will contact you. Send complete data to **Mary Brown, Edelstein-Nelson Advertising Agency, Inc., 203 N. Wabash Ave., Chicago 1, Illinois.**

Hundreds of $7,000-$35,000 executive jobs available. Get Free Report. Strict confidence. **National Employment Reports, 20 E. Jackson, 902G, Chicago 4.**

HELP WANTED

Wanted
Advertising Manager

Selective readership—executive chefs and gourmets magazine rapidly expanding, looks for young, creative publishing associate to develop advertising sales department. Covers food and liquor field. Excellent opportunity for college graduate with publishing experience.

Box 3943, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ADVERTISING COPYWRITER—PLUS

Leading farm and industrial equipment manufacturer in Middle West seeks writer interested in long-term association. Initiative and imagination essential to develop all types of advertising materials. Challenging position with opportunity for advancement. Ideal working conditions. Salary commensurate with ability. Write in confidence, giving resume and salary requirements.

Box 3957, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER

Chicago Agency wants writer. Male or female with minimum of 5 years experience in print copy. Plodders don't apply. Must be imaginative, versatile. Good starting salary. Write:

Box 3953, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Partner wanted to form new Adv. Agency NYC. Must control $150,000 billings.

Box 3959, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

Advertising Space Salesman. Single book publisher located in New York City requires strong young salesman for leading electronic magazine. Knowledge of electronics helpful but not essential. Send resume, including salary requirements.

Box 3954, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ARE YOU A FOOD EDITOR WITH A LIMITED HORIZON?

Chicago food trade publication with national circulation wants assistant editor. Under 30. Some traveling, write articles warehouse and retail operations. Monthly, 24,000 circ. If you now report or edit for state or regional book, here's chance to step up to national scene. Send resume, state salary desired. Write:

Box 3964, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMPTROLLER. One of the fastest growing agencies in the midwest needs you if you can take over in the areas of accounting, budgeting, systems, personnel and office management. This is an unusual opportunity to become a key man in our organization very quickly. Reply in confidence giving complete history and salary requirement.

Box 3966, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. manager ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
449 E. Ohio St., Chicago SU 7-2255

POSITIONS WANTED

ACCOUNT EXECUTIVE

Strong marketing background primarily major food accounts. Exp all phases account management (large & small) in meat packing, baby foods, dairy, candy, menswear industries. Aggressive, young (31), top references. $16,000-$18,000.

Box 3907, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

Box 3895, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED DM COPYWRITER

Background: insurance, savings and loan, books. Some space, radio. Seek challenge, growth, $8,000. College grad. Age 31. Single.

Box 3932, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—

T. J. McLoughlin **MI 2-3455**
619 N. Michigan Ave., Chicago 11, Ill.

ELECT AD MAN TO AGCY OR INDUST. Varied ad prom exp 7 yrs mag. & indust. S/P mgr; idea-copy prd. Family, 31, MBA.

Box 3960, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

A.E. OR MEDIA

Solid experience in Mktg., Media and Research. Consumer and Industrial. Planning and Administration. Responsible for placement of $2,000,000 in Consumer and Business publications. Knowledge Copy and Production. Age 36, married, two children. Will relocate. Resume on request.

Box 3951, ADVERTISING AGE
630 Third Ave, New York 17, N. Y.

POINT-OF-PURCHASE

Cardboard Construction-Model Maker Paper Sculptor-Animations Lighting-Vacuum Forming Comp Lettering-Finish Lettering.

Box 3955, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

POSITIONS WANTED

PETROLEUM MARKETER

The big picture or any part. Southwestern background, have developed dramatic new approach.

Box 3958, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE
AD MANAGER

Unusually successful ad executive. Now VP and account supervisor with top ten agency. Former AM with major client. Strong marketing background with consumer products. Knows all phases. Excellent new business potential. In 30's. Will relocate.

Box 3956, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

NEOPHYTE

Advertising Major graduating this August from S.U.I. Seeks place in an organization in which he can learn, improve, and move upward. Married; 28; veteran. Two years specialty sales experience. Sells creatively through both personal presentation and media (T.V. and film included). Accustomed to responsibility. Will relocate anywhere in the U.S. Resume awaiting your solicitation. Write today to:

R. L. Granzow
340 South Park, Iowa City, Iowa

4A AGENCY EXPERIENCE ACCOUNT CONTACT. HEAVY TV-RADIO BACKGROUND. NEW BUSINESS SOLICITATION. TOP FLIGHT SOBER FAMILY MAN.

Box 3967, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES WANTED

Seek industrious salesman experienced and now active in aerospace magazine space sales for long-established, prestige monthly. Must be West Coast resident, preferably Los Angeles. Salary, commission and managerial future for right man. Interviews L.A. early August. All replies acknowledged. Send complete resume in confidence.

Box 3946, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: Midwest Advertising Space Sales, N. Y. Food Trade Pub. Must know trade paper field. Excellent opportunity for good man. Work on own after indoctrination. Full cooperation from home office. Write background and salary requirements.

Box 3917, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

Individual Chicago representative interested joining another Chicago individual rep for mutual advantages.

Box 3962, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"BOAT NEWS"—"POOL NEWS"

Representatives for these 2 proven fields. New weekly publications w/guaranteed circulation. Need experienced reps for New York, Chicago, Atlantic Seaboard, Florida and Gulf States.

General Publications, Ltd., 356 S. Western Ave., Los Angeles 5, Calif. Phone DUnkirk 7-8201.

DETROIT-OHIO AREA. To sell institutional and equipment advertising for well-established trade publication.

Box 3961, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

GLENCOE

Eng. brk. 3 bedrms. 1½ baths. Quiet residential neighborhood. 2 yr. lease. $300 per mo. Call Mrs. Coulter

BAUMANN-COOK
551 Lincoln, Winnetka Hi 6-5000

FREE STOCK PHOTO CATALOG

Big selection. Baby, children all ages, poses. Exclusive use. Low cost.

Guild, 5632-20 Lankershim
North Hollywood, Calif.

DO YOU NEED

Copywriters, Ad Managers, Production People, Artists? WE HAVE THEM! Check with

MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3538

IF IT'S IDEAS YOU WANT . . .

Young creative individual, strong on layout and design, seeks challenging position with ad agency. Porifolio available. Box 27R644, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, Calif.

ACCOUNT EXECUTIVE POSITION

We are looking for an experienced industrial advertising man who can handle both creative and contact job on large industrial accounts.

Age between 30 & 40. Must be aggressive, good writer, self-starter.

Send resume to:
S. D. Gimbel
MARSTELLER, RICKARD, GEBHARDT & REED, INC.
185 North Wabash Avenue
Chicago 1, Illinois

WANT TO TALK

What is the latest trend in good house organs? The editorial people at Gebbie Press who read 4,000 house organs every month know—and they'll be glad to talk your arm off if you'll let them. **CI 7-0934. Gebbie Press, 151 W. 48, NYC.**

DON HARRIS NEEDS:

TV-PRINT WRITER. Relaxed, big-account shop wants pro who doesn't need pressures to keep him doing his best ..... $18-$20M+
NEW PRODUCTS DIRECTOR. Marketer from lab through test markets. $18-$20M
LAST CALL: AE, package goods, to grow into shoes of account supervisor on major national account $17,500
PROPRIETARY-COSMETIC WRITER. Print, TV or both. Heavily experienced ..... $14-$17M
TV-PRINT WRITER (can be woman). Food, other package goods. Major office of major agency $15M
COPY, young, promising. Print. Growth job. Major Agency ..... To $10M

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, Illinois

WE CAN'T GET ENOUGH ARTISTS!

—especially young men—men who want a *future* more than a *foothold*. From novices to "pros"—$5000 to $15,000—coast to coast. Some for keylining and paste-up—some for layouts, from catalogs to national campaigns—some for sparkling comprehensives—some for finishing or illustrating. If you're going to move —*MOVE UP*—by coming where the good jobs *are*! Write, phone or Come in t-o-o-o-d-a-a-y!

Cliff Knoble—Consultant
Advertising—Marketing
IMPERIAL PERSONNEL
37 S. Wabash—Chicago—Fr. 2-4233

SPECIAL NOTICE TO: ADVERTISING & AD AGENCIES

If you seek prompt, exclusive, intelligent & confidential handling of needs for advertising & related manpower, please be sure to address all inquiries to my personal attention. My department is now staffed to take care of every requirement regardless of category or income level. A phone call, telegram or letter outlining your needs will be given immediate attention.

George E. Pylkas
Manager — Adv. Div.
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. — Chicago
Financial 6-9400

CREATIVE DIRECTOR
WITH A DREAM

Years of top level agency and studio positions have never killed my dream of being a company art or creative director, the desire to develop a company image still burns strong. Highly creative designer, everything from ad to brochure to house organ; sales and PR oriented; proven administrator. Will consider interesting agency position. Will relocate.

Box 312, Advertising Age
630 Third Avenue
New York 17, New York

SEAL OF APPROVAL MANAGER

Chatelaine, Canada's leading magazine for women, has an opening for a household economics graduate with experience in textile research, and food technology. This position which entails testing and research with household products, requires a vivacious person who would also be willing to do some travelling, some writing and some public relations work.

This is a career opportunity and carries a salary commensurate with experience.

Send complete resume to:

PERSONNEL MANAGER
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EDWARD G. DOODY

ST. LOUIS, July 26—Edward G. Doody, 49, president of Edward G. Doody Co., market analysis and research firm, died following a heart attack July 22. Mr. Doody had been admitted to the hospital after becoming ill the previous evening.

His company conducted surveys and made market research studies for businesses in St. Louis and elsewhere in the nation.

Mr. Doody was immediate past president of the Advertising Club of St. Louis and was long active in the organization's annual gridiron dinners. He was also a guarantor of the St. Louis Municipal Opera.

WILLIAM J. COBB

NEWTON, N. J., July 26—William J. Cobb, 48, noted statistician and vp of Datatab Inc., New York, was killed in an automobile accident outside of Newton on July 23. Mr. Cobb was a passenger in a car. He was on his way to his summer home here.

Mr. Cobb spent 20 years in the field of sampling and statistics, first working in Washington with J. Stevens Stock and Lester Frankel at the Work Project Administration and U. S. Census Bureau.

In 1948, he went to Tokyo to redesign the Japanese probability samples used in national surveys. He then became a private consultant before joining W. R. Simmons & Associates in 1956. He joined Datatab last year.

Mr. Cobb was co-author of the book, "Interviewing in Social Research."

Davy Elected Club President

Jim Davy, Fitzpatrick & Associates, has been elected president of the Los Angeles chapter of American Assn. of Newspaper Representatives. At the same time, Chuck Rundall, O'Mara & Ormsbee, was elected vp, and Hal Tucker, Cresmer & Woodward, was elected secretary-treasurer.

Futrell Elected Club President

Ashley Futrell, editor and publisher of the *Washington Daily News*, has been elected president of the North Carolina Press Assn. At the same time Gordon Tomlinson, *Mocksville Enterprise*, was elected vp, and J. D. Fitz, *Morganton News-Herald*, was re-elected secretary-treasurer.

Allen Hollander Names Stone

S. Byron Stone has been appointed advertising sales promotion manager of Allen Hollander Co., New York. Prior to joining Hollander, Mr. Stone was advertising sales promotion manager of Typhoon Air Conditioning Co., division of Hupp Corp., New York.

POSITION DESIRED: ADVERTISING SALESMAN
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Lane Alexander Willheim Dietz

NOSE TO NOSE—*Jack Lane, Lane-Cole-Dietz Corp., appears to have hypnotized Nipper, the RCA Victor mascot, and much to the amusement of William I. Alexander, RCA Victor; Robert Willheim, Grey Advertising, and Herbert Dietz, Lane-Cole-Dietz. The gathering took place in New York at a showing of the stereo slides produced by Lane-Cole for RCA Victor to introduce the "New Sound America Loves Best" albums to distributors.*

FTC Says Hooker Broke Merger Law With Durez Buy

WASHINGTON, July 26—The Federal Trade Commission charged today that Hooker Chemical Corp., Niagara Falls, N. Y., violated the antimerger law by acquiring Durez Plastics & Chemicals, North Tonawanda, N. Y., and certain assets of Monsanto Chemical Co., St. Louis.

The complaint states that Hooker became a major factor in the manufacturing of phenolic molding materials by purchasing Durez in 1955. Durez was the nation's largest producer of these materials, with 35% of the total market.

Since the Durez acquisition, two significant producers have withdrawn from the industry and there have been no new entries, the complaint states.

■ In 1958, Hooker bought for $621,000 molding material assets from Monsanto, a list of current and past customers and Monsanto's promise not to produce these materials in this country for 10 years.

The complaint charges that the two acquisitions give Hooker the facilities, the market position and the economic power to monopolize the production and sale of these materials. According to the complaint, Hooker listed total assets of over $150,000,000 and sales in excess of $125,000,000 in 1958. It now has increased its market share of all molding materials to 56%, and 80% of all the industry's sales are concentrated in two producers. #

Ford Sets CBC Schedule

Ford Motor Co. of Canada has scheduled sponsorship of two programs and co-sponsorship of five others on the Canadian Broadcasting Co. television network during the 1960-'61 season. Full sponsorship will be of the Tennessee Ernie Ford show and a summer variety program. Ford will co-sponsor "Jake Kane Show," "Juliette," "Jeunes Visages," "La Pension-Velder" and "Klondike." J. Walter Thompson Co. and Vickers & Benson are the agencies.

Fawcett Western Manager

Railway Equipment & Publication Co., New York, has appointed James M. Fawcett western manager, with offices in Chicago, effective Aug. 1. Mr. Fawcett was formerly western representative.

Gage Joins Maurice Mullay

William D. Gage has joined Maurice Mullay Inc., Columbus, O., as an account executive. Mr. Gage was formerly creative director of Kight Advertising, Columbus.

Videotape Issues Monthly

Videotape Productions of New York has begun the publication of a monthly newsletter, "Tape Measures," designed to inform agency executives active in the creation and production of tv commercials about developments and trends in the use of tv tape.

Gaynor & Ducas Adds One

Gaynor & Ducas, New York and Beverly Hills, has been named to handle advertising for Planning Research Corp., Los Angeles. Gaynor & Ducas also has elected Edward W. (Ted) Poyser, creative director of its Beverly Hills office, a vp.

Time Inc.'s Revenues Show $11,149,100 Gain for First Half

NEW YORK, July 26—Net income for Time Inc. during the first half of 1960 totaled $6,814,400, up $770,600 from $6,043,800 chalked up in the first half last year.

Revenues for the period were $142,951,500, up $11,149,100 from $131,802,400 in the comparable period in 1959. Time Inc. said that its net revenues totals were figured after all commissions and discounts were deducted.

■ Costs of production, distribution, selling, editorial and general expenses in the first half totaled $131,468,900, against a $120,815,300 figure for the first half of last year.

Revenues were derived from Time Inc.'s publishing, broadcasting, paper products and miscellaneous sources, the company said. #

A.S.R. Products Names Rice

Terry R. Rice, formerly assistant director of national advertising of Borden Milk & Ice Cream Co., has joined A. S. R. Products Co., a division of Philip Morris, as advertising manager, a new post. He will be in charge of advertising for the Supreme products and for Gem and Pal razors and blades.

Bill Gold Moves to N. Y.

Bill Gold Advertising moved its organization back to New York from Los Angeles on Aug. 1. In addition to its other activities, the company does the advertising artwork for Warner Bros. Pictures, whose advertising department recently shifted to New York.

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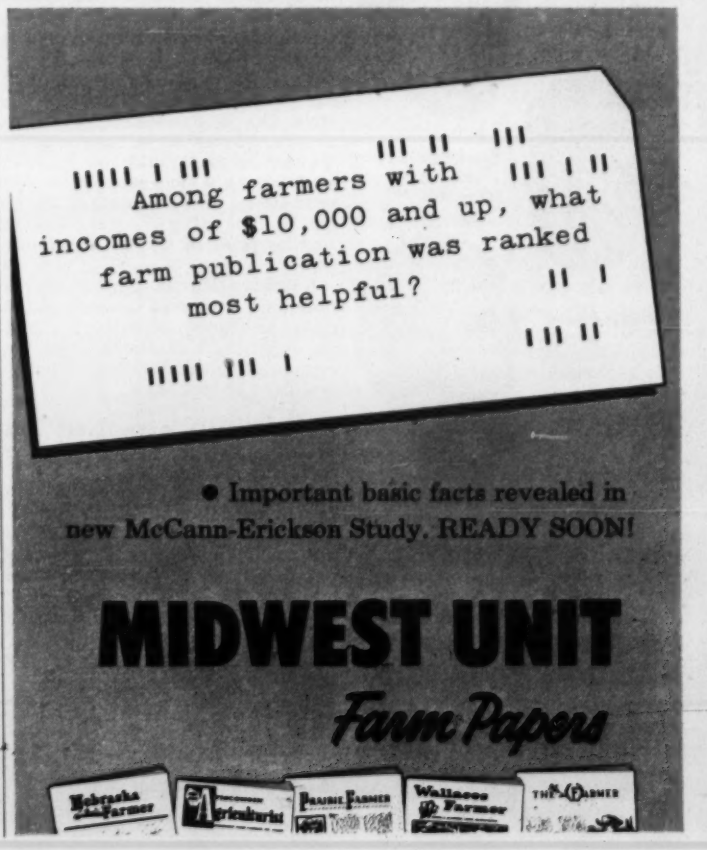
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Farm Papers
Nebraska Farmer
Prairie Farmer
Wallaces Farmer

P&G, Picot Name Noble

Procter & Gamble Co.'s Latin American division has named Noble Advertising Co., Mexico City, to replace Erwin Wasey, Ruthrauff & Ryan as agency for its Central American and Dominican Republic business. A week earlier, Picot Laboratories appointed Noble to handle its Grape Salts business in Central America. The two accounts, with combined billings of $250,000, will be handled in Noble's Publicidad Centroamericana office in El Salvador.

Alemite Promotes Piehl

M. W. Piehl has been appointed sales manager of the marketing division of the Alemite division of Stewart-Warner Corp., Chicago. He formerly was head of Alemite lubrication and automotive service equipment sales to the major oil and automotive jobber fields. Jack R. Reinsma, with Alemite 15 years, has been named manager of product programs of the Alemite and instrument divisions, a new post.

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I T C **INDEPENDENT TELEVISION CORPORATION**

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MEANWHILE, OUTSIDE THE AGENCY—*Marion Harper Jr., president and chairman of McCann-Erickson, ran this two-thirds page in the Wall Street Journal to advertise two $80,000 starter herds of Angus cattle from his farms in Staunton, Va., and Yemassee, S.C. The ad was placed, "as a courtesy," by McCann-Erickson. In another outside venture, Mr. Harper has acquired a stock interest in the Whaley-Eaton Service American Letter, a newsletter for "money-managers" founded in Washington in 1918.*

N.Y. Insurance Assn. Hits Allstate for 'Misleading' Ad

ALBANY, N. Y., July 26—The New York State Assn. of Insurance Agents has filed a complaint with the state insurance department against Allstate Insurance Co.

The insurance group charged that an advertisement which Allstate ran in a number of newspapers last month is "misleading" because large type in the ad calls attention to a non-cancelable and guaranteed-renewal auto liability policy. The offer is qualified in smaller print in the ad, the group said.

Raymond Harris, deputy superintendent and chief counsel of the state insurance department, said his department is investigating the complaint and declined further comment at this time.

■ Allstate told ADVERTISING AGE that the company looks upon the complaint as "just an attempt to smear us and our product on the part of the competition.

"Our policy plan is definitely in the public interest and is something that has been needed in the industry. We don't step back from the way it is outlined in the advertisement, which very clearly defines every aspect of it," Allstate said.

The controversial ad was prepared by Allstate's agency, Leo Burnett Co., Chicago. #

J&J Offers Druggist Aid

Johnson & Johnson, New Brunswick, N. J., has made available to druggists the fifth in its continuing series of store-wide improvement services. This latest service—embodied in a detailed manual and sound motion picture—tells the retailer how the stockroom can be modernized. J&J has been running this program as a free service to the drug industry since 1946.

ABC Films Offers 3 Series

ABC Films, New York, has made available for syndication three half-hour series, "John Gunther's High Road", "Exclusive!", and "Counterthrust." The 36-show "High Road," after a network run, will be ready for an October start, while the other two series, composed of 13 episodes each, are available for immediate showing.

Majestic Tests TV Series in Kansas City

KANSAS CITY, Mo., July 27—Majestic Television Productions Corp., Hollywood, may set a new pattern in the tv industry when it test-markets a new science-fiction show, "Atomic Submarine," over KMBC-TV, Channel 9, here during the week of Aug. 1.

■ Jonathan Yost, executive producer of the film company, said Kansas City was selected because it is a typical U.S. community in tv tastes and reactions, free from pre-developed influences that might prevail in concentrated production centers.

The reactions from this test are awaited by the company before it continues production, according to Harold Gerber, president of Majestic. #

Petersen Joins Peitscher

Arthur E. Petersen has joined Peitscher, Janda/Associates, Chicago, as vp and a principal of the agency. He formerly was assistant to the president of Vance Publishing Corp.

Railway Express Appoints 3

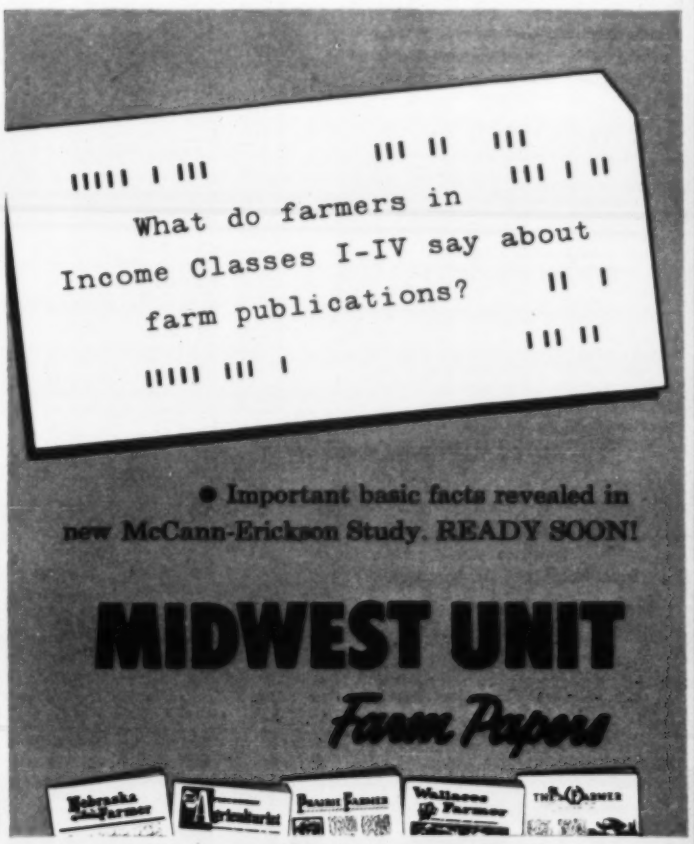
Harold E. Shipley, director of advertising and promotion of Railway Express Agency, New York, has been appointed to the new post of eastern regional marketing manager. David E. Fackler, formerly advertising and sales promotion manager of the Ozalid division of General Aniline & Film Corp., has been named director of the merged advertising and public relations divisions. Richard A. Strickland, director of public relations of Railway Express, continues in that post.

Rau-Holland-Lawler Opens

Rau-Holland-Lawler Inc., a new agency, has opened offices at 723 Clinton St., Waukesha, Wis. Officers are Stuart R. Rau, president, formerly public relations director and copywriter of Keck Advertising, Oconomowoc, Wis.; David A. Holland and Dr. Paul L. Lawler, vps; and William C. Lawler, secretary and treasurer. Mr. Holland previously was continuity director of Waukesha Broadcasting Co.

Ruff Joins American Hospital

James Ruff has been appointed manager of marketing services of American Hospital Supply Corp., Evanston, Ill. He formerly was director of sales planning and market research of the Norge division of Borg-Warner Corp.



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Dentists' Okay of Crest as Bar to Decay Elates P&G

(Continued from Page 1)

Foundation, and P&G is the exclusive licensee for the product. P&G underwrote the major share of the clinical studies on Crest conducted by the university's school of dentistry.

The ADA council added that "none of the other dentifrices evaluated to date by the council is supported by evidence considered adequate to demonstrate substantial effectiveness."

■ Procter & Gamble people are exhilarated over what this "seal of approval" might mean for the marketing future of Crest, but publicly they are exercising restraint and will not disclose what changes this will make in Crest's promotional and advertising activities. Television advertising, where the bulk of the budget goes, currently is making tangential mention of the ADA recognition by referring to specific clinical tests and urging listeners to visit their dentists periodically. The ADA honor also will be brought into print advertising.

Last year Crest spent more than $3,000,000 in network tv alone, according to published figures, and more than $350,000 in print advertising. Benton & Bowles has been the agency since its introduction.

The council said three elements were involved in its precedent-making decision—"the manufacturer's willingness to limit advertising claims to those supported by adequate research"; the results of clinical studies conducted during a ten-year period; and the safety of the product.

■ Neil McElroy, P&G chairman, recognized the ADA action with a prepared statement which said, in part: "We are sure you will understand our feeling of pride and accomplishment in seeing Crest become the first and only toothpaste to be recognized by the association as a true therapeutic product. The association's action is an extremely important milestone in a P&G dentifrice research effort that began 20 years ago."

ADA now recognizes three methods of obtaining the benefits of fluorides:

- 1. Dietary fluorides, best provided by fluoridation of community water supplies.
- 2. Topical application of fluoride solutions directly to children's teeth by a dentist.
- 3. Crest.

■ The significance of this association for Crest can be tremendous. While the product must limit its advertising in the manner prescribed above, there apparently is no restriction on making the vital point that ADA says Crest prevents cavities. *Voila!*

Not to mention the thousands of dentists who, since the beginning of their profession, have been answering patients' questions with comments like: "All toothpastes are the same"; "Baking soda and salt are just as good and cheaper"; "It all depends on which taste you like better." Now there is another, that could add up to millions of sales dollars for Crest.

Crest now becomes the second toothpaste to be advertised in the *ADA Journal*, beginning with the August issue, in which a tipped-in ad is carried.

The *ADA Journal* has carried advertising for Kolynos toothpaste which has promoted itself as "the *only* toothpaste accepted for advertising by the American Dental Assn." Last year Kolynos, made by the Whitehall Laboratories division of American Home Products Corp., took multi-page magazine ads to plug away at its distinction in the *ADA Journal*.

■ The Kolynos approach has been to emphasize the "cleansing" qualities of its product and to disparage the "miracle" ingredients in competitive products. It has been low-key sell, with copy themes like, "Kolynos avoids 'miracle ingredient' claims—its advertising promotes sound oral hygiene with this new toothpaste's excellent cleaning action."

The July Kolynos ad in the *Journal* has a paragraph which reads: "As for toothpastes with 'miracle' ingredients—the American Dental Assn. states: 'Adequate scientific evidence has not yet been produced in support of the special decay preventive claims that are made for many nationally advertised dentifrices. . . .'"

This bit of copy is noteworthy for two reasons: (1) Obviously, it will have to be changed by both ADA and Kolynos; (2) it happens to summarize exactly what the ADA thought of Crest in 1956, and again in 1958.

■ Crest was launched nationally, after about a year's market testing, in January, 1956, with a three-page ad headlined: "Triumph over tooth decay" and speaking of "a new era in preventive dental care" and "milestones in modern medicine."

Within two weeks the ADA got off its first roundhouse right, as Dr. Harold Hillenbrand, association secretary, following a large number of inquiries concerning the new fluoride product, declared, "The ADA is not aware of evidence adequate to demonstrate the claimed dental caries prophylactic value of Crest. Although clinical tests of the dentifrice are in progress, adequate information concerning its value may not be available for a year or more."

Dr. Hillenbrand added that published evidence on the efficacy of fluorides in other dentifrices was "even less convincing" and concluded that "all fluoride dentifrices are being marketed prematurely."

■ Actually, the first fluoride on the market was Block Drug's Super Amm-I-Dent. By May, 1956, Colgate-Palmolive Co. broke a national campaign: "Colgate Brisk fluoride toothpaste hardens tooth enamel, makes teeth stronger, starts working instantly to defeat decay." Bristol-Myers continued testing Sentry, its fluoride version, and ultimately abandoned it. The only major threat to Crest was Brisk, but the product never took off. While still sold, it is no longer advertised.

Two years later, ADA was still blasting toothpaste advertising in general and fluorides in particular. At a congressional hearing (Blatnik committee) in July, 1958, Dr. Sholom Pearlman, assistant secretary of the ADA council on dental therapeutics said the Crest headline, "Look, Mom—no cavities!" was "at best both a gross exaggeration and a misleading distortion." He said P&G had done extensive research on Fluoristan (stannous fluoride) but results were not then sufficient to back up ad claims.

■ Dr. Pearlman, who now serves on the council on dental research, yesterday asserted the statement made two years ago was "accurate at the time and, as far as I'm concerned, still stands." He made it clear, however, that he doesn't have direct responsibility on the dental therapeutics council any more.

Dr. Leland C. Hendershot, a member of the dental therapeutics council, noted that the "scene has changed considerably since two years ago," when Dr. Pearlman assaulted the Crest slogan. He said P&G has given no indication of changing the headline, "Look, Mom—no cavities," and the ADA is not going to ask the company to do so. P&G is modifying its advertising copy for Crest in other ways, Dr. Hendershot noted, adding that the company will confine its advertising statements to items which are backed by scientific data.

■ Now, says the council chairman, Dr. Lester W. Burket: "The stannous fluoride dentifrice is an aid in combating dental decay; it is not a cure-all. Nor will it substitute for fluoridation of community water supplies. Fluoridation, which is supported by exhaustive long-term studies, remains by far the most effective means for obtaining the benefits of fluorides. We hope that additional studies will further clarify the role of Crest or other dentifrices in the program of preventing dental decay."

■ P&G competitors profess to have known about the impending ADA change of heart for several months now; unofficially, they are terribly impressed by the strength of the endorsement. In at least one competitive view, the Crest approval is the biggest thing that has happened to the toothpaste business since the heyday of the chlorophylls in the early 1950s.

Currently the market is still dominated by Colgate toothpaste, with roughly a 35% share, followed by P&G's Gleem, with about 20%; Crest, with around 12%; Pepsodent, about 11%; Stripe, about 9%; Ipana, about 7%.

There is no other stannous fluoride-dentifrice on the market besides Crest, but it is assumed that others could also turn out a stannous fluoride should they desire. In the meantime, Crest can fight all those cavities all by itself. #

Indiana Taciturn

BLOOMINGTON, IND., July 29—The Indiana University Foundation, which holds the patent for the stannous fluoride formula used in Crest toothpaste, is keeping taciturn about its contract with Procter & Gamble.

William Armstrong, executive director of the foundation, told ADVERTISING AGE he had "no comment" when asked how long P&G's exclusive contract with the foundation will run, and what the possibilities were of other companies obtaining similar contracts in the future. #

Conover Knight Murphy Richards

CONGRATS—*That beaming lad is Jim Murphy, newly-appointed director of advertising and sales promotion for Allis-Chalmers Mfg. Co. He's feeling good about his welcome at Conover-Mast Publications, which put on a little congratulatory ceremony for him. Well wishers include Harvey Conover Jr., vp and publisher of Boating Industry; Ray Richards, vp and director of Purchasing; and Barbara Knight, receptionist.*

NAB Opposes Multiplexing for Educational FM

WASHINGTON, July 27—The National Assn. of Broadcasters is opposing a move to expand the activities of non-commercial, educational fm stations into commercial subsidiary broadcasting areas through the use of multiplexing.

NAB's stand was expressed in comments filed with the Federal Communications Commission in partial opposition to a petition filed June 24 by the National Assn. of Educational Broadcasters.

■ NAB did not oppose other sections of NAEB's petition, in which authority was requested for non-commercial, educational fm stations to use multiplexing for the "transmission of in-school educational programs" and the "transmission of information for use in connection with governmental activities." #

AB-PT Forms TV Film Production Subsidiary

American Broadcasting-Paramount Theaters, New York, has created its own tv film production subsidiary with Selig J. Seligman as president. Replacing Mr. Seligman as vp and general manager of KABC-TV, Los Angeles, will be Elton Rule, formerly sales manager of the station. Details of the new subsidiary have not been worked out, but it is expected to be based in Hollywood. It will not be a replacement for ABC Films, which is primarily a syndication operation.

Enyart & Rose Names Wright, Adds Account

Homer Wright has joined Enyart & Rose as account executive for industrial and technical accounts. Mr. Wright was formerly advertising and sales promotion manager of the Arrowhead Products division of Federal-Mogul-Bower Bearings. At the same time Enyart & Rose was named to handle advertising for two residential developments, Parkwood Mirada Hills, La Mirada, Cal., and Laurelwood, Los Angeles.

S&H Elects Beinecke

Sperry & Hutchinson Co., New York, trading stamp company, has elected William S. Beinecke president, succeeding George Schirer, who was named chairman of the board. Mr. Beinecke has been vp and general counsel. Edwin J. Beinecke, formerly chairman of the board, was named to a newly created post, chairman.

Dell Sues to Keep 2nd Class Permits for Puzzle Books

WASHINGTON, July 29—Dell Publishing Co. filed suit against Postmaster General Arthur E. Summerfield in U.S. district court here today, in an effort to prevent revocation of second class mailing privileges of three Dell puzzle magazines.

The suit asks issuance of a temporary restraining order to suspend enforcement of the ban pending trial of the case on its merits. Publications involved are "Pocket Crossword Puzzles," "Official Crossword Puzzles" and "Dell Crossword Puzzles," all bi-monthlies.

■ An important test case is expected to result from today's action—possibly the biggest postal case since the celebrated *Esquire* decision of the Supreme Court established the rule that postal officials lack authority to question the content of a publication.

The Dell case will affect hundreds of other publications threatened with loss of second class mail permits. If the Post Office succeeds in banning puzzle periodicals from second class, it intends to move against comic books and other types of publications.

The Dell puzzle books have a combined annual circulation of around 3,000,000, with about 1,000,000 sent to subscribers via second class mail. If forced to pay third or fourth class rates for mailed copies, Dell's postage costs will rise about fivefold.

Last month, the Post Office judicial officer upheld a hearing examiner's decision denying re-entry to second class of "Official Crossword Puzzles" and "Pocket Crossword Puzzles." The former was admitted to second class in 1940 and the latter in 1943. Applications for re-entry filed in 1958 raised the present issue.

■ On the heels of the decision against these two publications, the Post Office advised Dell that the permit for "Dell Crossword Puzzles," dating back to 1939, would be annulled. Hearings in this case were held last month and an examiner's decision, based on the earlier cases, was handed down a week ago. Dell then moved for a court review, through its Washington attorney, William I. Denning.

The Post Office takes the position that all three puzzle publications are books, rather than periodicals. It denies that the content is in question, and therefore argues that the *Esquire* decision is not pertinent. The Post Office insists the only question is assigning the publications to the proper class.

Screen Gems Promotes Two; Utica Club Buys Two Faces

Sid Weiner, formerly syndication traffic manager of Screen Gems, has been named administrative assistant to Stanley Dudelson, syndication sales manager of the tv film distributor. Replacing Mr. Weiner is his former assistant, James Bogans.

Latest sale of Screen Gems' "Two Faces West" was to West End Brewing Co. to promote Utica Club beer in Syracuse, Utica, Albany, Schenectady, Plattsburgh and Binghamton, N.Y. The series now has been sold in 123 markets. The agency for Utica Club is Doyle Dane Bernbach Inc.

Storey Joins Grant, Chicago

Dean Storey, formerly copywriter in General Electric's apparatus, advertising and sales promotion department, Western Springs, Ill., has been named a copywriter of Grant Advertising, Chicago.

Notwithstanding Political Upheavals, Caribbean Magazine Revenues Grow

(Continued from Page 3)

er's Digest Latin America Inc., explained, however, that as a result of increased sales in other countries the *Digest* expects to maintain the Caribbean edition's circulation rate base of 400,000.

The *Digest* has been printing Latin American editions in Havana, and this operation now will be switched to another country—probably Mexico.

Time is continuing, for the present, to print its Latin American edition in the same Havana plant.

The tipoff on the rising ad expenditures in the Caribbean area comes in the first-half performance of *Hablemos*, a weekly magazine supplement published in New York and distributed by 10 Sunday newspapers in the area.

■ Figures compiled by Rome Research show that *Hablemos* carried $314,430 of advertising in the first six months of the year, compared with $227,721 for the comparable 1959 period—a whopping gain of 38%.

Rome Research figures for other publications underline this upsurge.

The *Reader's Digest* carried $1,954,821 worth of advertising in its five basic Latin American editions during the first half—and the Caribbean edition accounted for $856,365 of this total. The Caribbean edition was up 16% over the first half of 1959.

Life en Espanol, which launched Caribbean and Mexican editions last year, carried a total of $1,578,453 worth of advertising in the first half. This was a 19% gain over last year, and the increase was attributable directly to the new editions. The Caribbean edition contributed $202,620, and the Mexican edition weighed in with $226,580.

Mecanica Popular, Latin American edition of *Popular Mechanics*, also launched regional editions last year, and the advertising breakdown shows where the money is coming from. In the first half of 1959, this book carried $217,324 worth of advertising; in this year's first half, revenue increased 13%, of $245,174, broken down as follows: Mexican-Caribbean edition, $165,729; southern hemisphere, $27,121; Portuguese, $52,324.

■ The new Mexican editions—of *Life* and *Popular Mechanics*—have heightened competition for the advertising peso. The *Digest's* Mexican edition carried $372,600 in advertising in the first half, down 4% from the $388,995 carried in the 1959 period.

With circulations moving up to new highs, the five international editions of *Life* will all raise advertising rates, effective with Jan. 1 issues. *Life International* will offer a new rate base of 365,000 (up 25,000), and its one-time b&w page rate will move up from $3,920 to $4,295. *Life en Espanol* will have a rate base of 380,000 (up 30,000) and a basic page rate of $3,700, up from $3,315.

Changes in the regional editions will be as follows: The Mexican edition of *Life en Espanol*, rate base of 150,000 (up 25,000), page rate of $1,530, up from $1,295; the Caribbean edition of *Life en Espanol*, rate base of 105,000-115,000 (up 5,000), page rate of $1,425, up from $1,350; ex-Mexican edition (*Life en Espanol* excluding Mexico), rate base of 230,000 (up 5,000), page rate of $2,735, up from $2,600.

■ The international books, in general, are enjoying a bumper year. *Vision*, Spanish-language bi-weekly circulating throughout Latin America, had a first-half ad volume of $928,379, an increase of 26% over the comparable period last year. The Latin American edition of *Time* moved up 4%, from $733,027 to $760,241.

Outside of Latin America, the gains also are striking, testifying to the growth of world trade and the debuts of many companies as international advertisers.

■ *Reader's Digest* has reported that its 28 international editions carried 10,009 ad pages in the first half of the year—up 10% over 1959 (AA, July 25). *Life International*, English-language bi-weekly with a worldwide circulation, increased its first-half ad volume 21%, to a total of $2,211,185.

Time's Atlantic edition, circulating in Europe, carried $1,627,404, in advertising in the first half of 1960, up 23%.

Newsweek's European edition carried $471,247 in this period, up 17%.

Business is also good in the Pacific. *Time's* Pacific edition carried $968,686 in advertising in the first half—a gain of 26%. And *Newsweek's* Pacific edition was up 57%, with an advertising revenue of $420,350 for the first six months.

■ Effective Jan. 2, 1961, *Time* will split its Pacific edition into two editions. An Asian edition will be printed in Tokyo and distributed in all countries from Japan through Southeast Asia to India and Pakistan; it will have a circulation base of 65,000. A South Pacific edition will be printed in Melbourne and distributed in Australia and Oceania; it will offer a circulation in excess of 50,000. The editions will have identical editorial content.

Newsweek's international editions will have higher rates and circulations next year. Effective with the Jan. 2 issue, the rate base of the Pacific edition moves from 32,000 to 40,000, and the basic page rate jumps from $515 to $650. The European edition, which will soon switch its printing operations to its own presses in England, has set a two-stage increase for 1961. Effective with the Jan. 2 issue, the rate base rises from 60,000 to 65,000 and the page rate from $810 to $880; effective with the July 3 issue, the circulation guarantee ascends to 70,000 and the page rate to $940.

■ Another phase of this picture consists of unchanging or declining figures for export business publications. Twenty-two export publications reporting to *Industrial Marketing* show a page decline of 1.7% for the first six months of the year. Many of these books, however, are ahead in revenue because of higher advertising rates. #

THE SAME STAMPEDE—*The Volkswagen truck ad shown here, which is running this summer in Nation's Business and U.S. News & World Report, is faintly reminiscent of the Triumph sports car ad which ran in magazines in early 1959—although the copy themes are diametrically opposed. Triumph ad talked glowingly about the 100 horses "under the hood of a TR-3." Volkswagen argues that you don't need all those horses. Fuller & Smith & Ross corraled the horses for VW; Doherty, Clifford, Steers & Shenfield went to a California ranch to get the art for the Triumph ad.*

'Consulting Engineer' Names Russell, Applin

Robert E. Russell has joined *Consulting Engineer*, St. Joseph, Mich., as director of promotion and research, and George Applin has been named to represent the magazine in the metropolitan areas of Pittsburgh and Cleveland, and in West Virginia. Prior to forming his own business two years ago, Mr. Russell was with *American Lumberman*, now *American Lumberman & Building Products Merchandiser*.

Koret of California Names Carr

William B. Carr, most recently advertising and promotion director of Swissair North America, has been appointed advertising manager of Koret of California, San Francisco women's sportswear manufacturer.

Revel Craft to Levyne Co.

Revel Craft Mfg. Co., Arnold, Md., has appointed S. A. Levyne Co., Baltimore as its agency. The company makes inboard and outboard boats.

National Catholic Family Magazine
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Orders and sample copy requests to
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9 OUT OF 10 FAMILIES
9 OUT OF 10 FAMILIES IN METROPOLITAN NASHVILLE, 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE; GET ONE OR BOTH OF THESE NEWSPAPERS.
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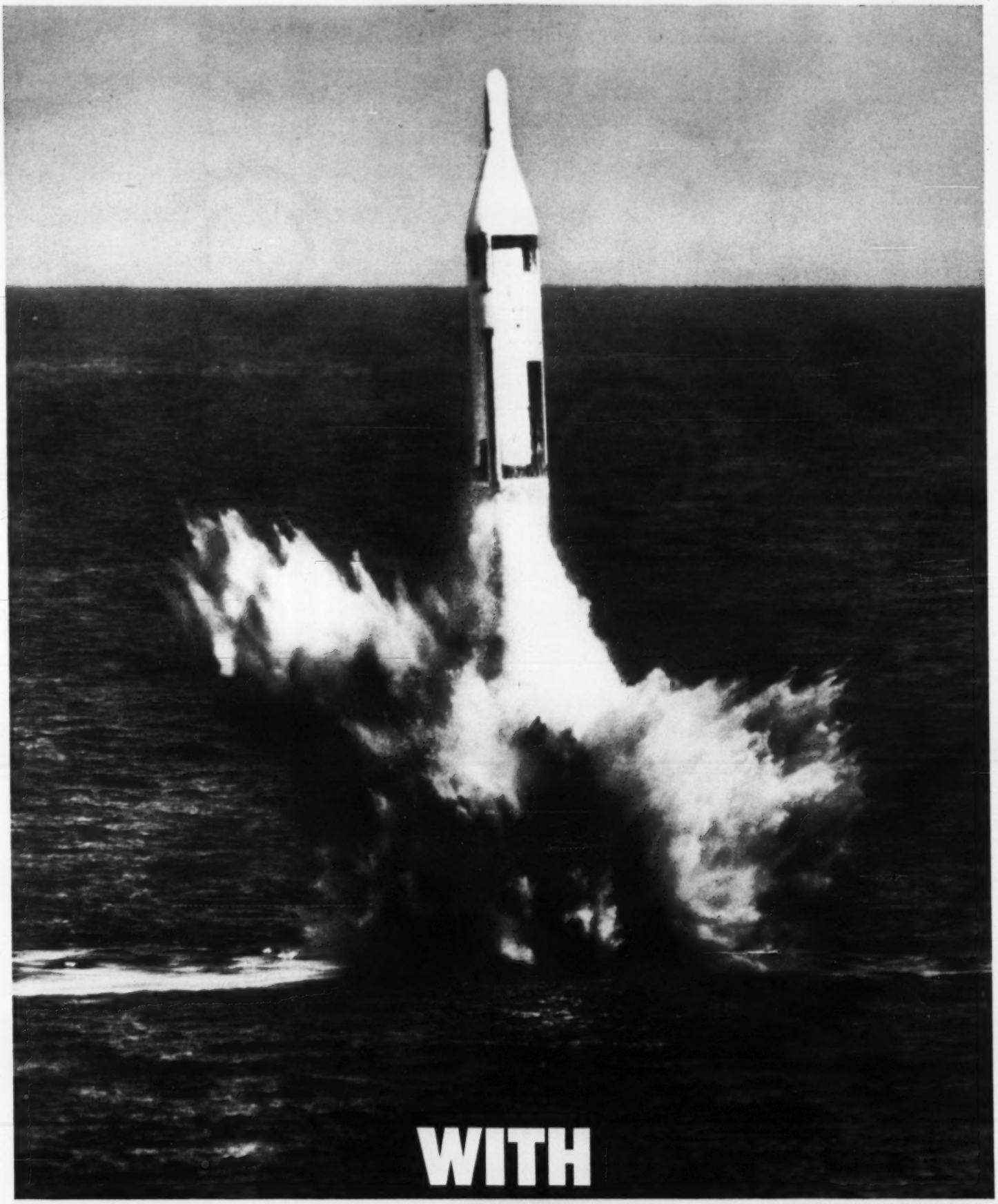

LIFE, AUGUST 1, PAGES 24-25. PHOTO BY DON UHRBROCK.

WITH THE SPEED OF LIFE

LIFE, AUGUST 1, PAGE 53.

On July 20th, a Polaris missile was shot from a submerged submarine for the first time. Just 7 days later, you saw it in LIFE. And you also saw the Lockheed message (reproduced at the left) reporting its part in the Polaris launching. To do this, Lockheed used LIFE's unique facility—the seven-day fast close. LIFE keeps its presses open *far longer every week* than any other general magazine—to bring its readers the *latest news* in great pictures. That is why advertisers like Lockheed can go fast in LIFE, too. In just seven days, a black-and-white or two-color ad can begin selling coast to coast to LIFE's 18,950,000 households—*four to five times as fast as it can in any other general magazine.**

*LIFE's 7-day fast close is now available at only 5% over regular rates.

LIFE

Merry Midsummer

The lights are flashing red and green on Park Avenue, in New York, and the gentleman up there in the busy editorial offices on the seventh floor of 230 Park can't wait to tell the world that McCall's next Christmas issue is shaping up bigger, better and more beautifully than the famous classic of last December, which became the sellout sensation of publishing.

This forthcoming Christmas 1960 number will offer a stunning showcase for anything a woman wants to buy. Anything at all. Last December, McCall's delivered a circulation bonus of 1,119,704 copies, and newsstand gains have been spectacular every month since then. It is obvious that a better buy for Christmas selling cannot be had than in the pages of December, 1960, McCall's.

Merry Midsummer. Start your Christmas customer-wrapping-up early. Call the people inside the windows at

McCALL'S
FIRST MAGAZINE FOR WOMEN